



Castlerock lending banks on 3Com voice solution

CASE STUDY

Castlerock Lending (USA)

Customer Profile: Castlerock Lending

Location: Newport Beach, CA

Sites: 1

Founded: 2001

Employees: 20

Vertical Industry: Financial Services

Implemented: October 2001

Win Over: Nortel

The Challenge

A privately owned consumer mortgage and loan provider committed to personalized service, Castlerock Lending launched its business in August 2001 using temporary office space while it built its new facility.

Because its loan officers and processors handle hundreds of calls and voicemails per day from customers inquiring about loans, applications, and rates, Castlerock needs a dependable, feature-rich phone system to succeed. To satisfy this business-critical objective, the fast-growing start-up initially considered deploying a low-cost, refurbished PBX system at its new office.

However, the Nortel PBX at Castlerock founder Tim Ward's previous mortgage company required monthly per-phone maintenance fees plus time-consuming service calls with minimum four-hour waits to perform repairs and simple adds, moves, and changes. Many times, brokers waiting

for service technicians were unable to use their phones, resulting in lost income opportunities. The PBX also proved difficult to expand.

As a result, Castlerock sought an alternative business-class phone solution that would enable it to communicate more effectively with its customers, increase its productivity, and significantly lower its cost of ownership.

The Solution

After considering phone systems from Nortel and 3Com®, Castlerock Lending chose the following 3Com solution to satisfy its voice communications needs:

- **3Com NBX® 100 Communications System** delivers premium quality, feature-rich, IP-based telephone communications over a single wire infrastructure for up to 200 users.
- **3Com SuperStack® 3 Switch 3300** flexibly delivers voice and data traffic via Fast Ethernet backbone or edge switching at unbeatable value.
- **3Com Ethernet Power Source (EPS)** powers NBX telephones or 3Com wireless access points from a single location using LAN cabling.

The Benefits

Powered by its 3Com NBX 100 system in its new Newport Beach, CA office, Castlerock Lending today provides outstanding service to its customers

“The NBX system’s reliability and ease of management are a major time and money saver for us”

at a substantially reduced cost of ownership.

Using the plug-and-play 3Com voice solution’s browser-based administration utility, Castlerock effortlessly manages all adds, moves, and changes in-house, avoiding \$1,500 per year in handset maintenance costs, plus the costly downtime of waiting for service technicians to arrive.

The 3Com voice system’s robust call processing features further enable the firm to handle its heavy call volume efficiently while ensuring that all incoming calls to the switchboard are answered by a staff member within four rings. If the receptionist is busy, the flexible 3Com hunt group capability routes the overflow call to a three-person backup group, enabling Castlerock to meet its standard of personalized service at all times.

The 3Com system’s voicemail, speed dial, and redial features help Castlerock’s loan officers manage hundreds of calls while closing up to 40 loans per month. In addition, remote employees now use the 3Com pcXset application to turn their Windows PCs into full-fledged NBX phones—a capability the firm will soon employ to save on staffing and facilities costs as it opens new lines of business.

Castlerock’s NBX 100 chassis, call processor, and phones are linked to a SuperStack 3 Switch 3300, which provides a low-cost dedicated Fast Ethernet voice network and interoperates seamlessly with the firm’s switched 10/100 Mbps data network. The firm also deployed a 3Com EPS to provide a single source of power for its NBX handsets without incurring additional electrical wiring costs.

Looking ahead, 3Com’s pay-as-you-grow architecture will enable the firm to expand its voice network a la carte as its business expands, adding inexpensive handsets and network ports instead of new PBX hardware, wires, circuits, and recurring costs.

"The NBX system’s reliability and ease of management are a major time and money saver for us," said Tim Ward, president, Castlerock Lending. "Our loan officers and processors are more productive, our service is better than ever, and our customers couldn’t be happier. The 3Com voice solution is one of the most valuable investment decisions I’ve made."

Network Diagram

