



## Integrated Loan Services Works “Faster-Better-Cheaper” With 3Com® Voice and Data Network

### IP Telephony Switching

#### The Challenge

Inspired by its “Faster-Better-Cheaper” slogan, Integrated Loan Services (ILS) provides loan processing services to 650 banks, credit unions, and mortgage companies across the U.S. The rapidly growing enterprise offers a private label call center to serve these clients’ customers. It also processes their 500,000-plus transactions per year over its network, which has to be available 24/7/365. As a result, ILS’s success depends heavily on reliable, efficient communications.

Previously, ILS used non-integrated PBX systems that limited its Rocky Hill, CT, headquarters and Melbourne, Fla. office to 110 phones each—a number that the booming business had long outgrown. The phone systems also lacked advanced features such as the ability to transfer calls between sites, often forcing clients to hang up and redial. Additionally, ILS’s constant need to add and relocate employees, phones,

and computers forced it to rely on vendor service technicians, fueling high maintenance costs and lost productivity due to downtime.

To remedy these situations, ILS sought a reliable and scalable communications solution. The company required the system to have a low cost of ownership through features such as simplicity of management.

#### Why 3Com?

The solution consists of the following products:

- **3Com® SuperStack® 3 NBX® Networked Telephony System**
- **3Com SuperStack 3 Switch 4400**
- **3Com SuperStack 3 Switch 3300**

Chosen for its price/performance, simplicity, and scalability upon the recommendation of 3Com partner Intelliphone, the 3Com voice and data solution links ILS’s two sites—bolstering customer service, retention, and revenue. The solution also accelerates ILS’s digital product transactions and is saving the company thousands in installation, long distance, and operating costs.

#### The Benefits:

Running traffic over the Switch 4400s with their traffic prioritization capabilities, the high-value SuperStack 3 NBX Networked Telephony solution gives ILS reliable, feature-rich communications and rapid expandability.

The company initially installed separate sets of cable and switches to carry voice and data at its Rocky Hill

**Organization:** Integrated Loan Services

**Location:** Rocky Hill, Connecticut, USA

**Employees:** 432

**Market Segment:** Financial Services

**Applications:** Loan processing, titles, and appraisals; custom call center services; automated attendants, call transferring, call parking, call forwarding, caller ID, call detail reporting (CDR); toll-free site-to-site calls, phone conferencing, point-and-click dialing, internal paging

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—Joseph Kent, Senior Vice President of Technology, ILS

office. However, the firm soon realized the 3Com switches could serve both purposes and deliver significant savings. Today, with Switch 4400s driving all telephony and data services on a single wire, ILS doubled its number of phones at Rocky Hill, where a recent 70-user expansion eliminated \$11,000 in wiring and hardware costs. And the versatile solution saved the 75-person Melbourne office \$25,000 on its initial NBX system deployment.

Productivity-enhancing management features further reduce ILS’s total cost of ownership. NBX NetSet™, 3Com’s built-in administrative application, lets ILS effortlessly manage its two-site, 400-phone system in-house, saving thousands annually in vendor service fees. In addition, employee moves-adds-changes are simplified. Employees simply carry their NBX phones to new locations and plug them in—a feature that has cut ILS’s phone move times by more than 50 percent and reduced downtime.

Most importantly, the system’s rich feature set enables ILS to better satisfy its customers, increasing both customer retention and revenue. Automated attendants and hunt groups rapidly connect customers to appraisal, title, loan processing, closing, and insurance specialists. Agents even provide “one touch” service that lets them easily transfer, park, or forward calls as needed without requiring customers to disconnect and call again. What’s

more, custom 800 numbers for bank clients, caller ID, and powerful call detail reporting (CDR) allow ILS to provide outsourced custom call center services, further enhancing revenue.

Using the phone system over the company wide area network (WAN), site-to-site calls are free, saving ILS substantially on long distance charges.

Convenient built-in phone conferencing eliminates the need to engage outside services to hold conference call meetings, and company-wide four-digit extensions help speed communications. Employees also appreciate the point-and-click dialing capabilities from their Microsoft Outlook contact records. The system additionally provides paging throughout all buildings.

In addition to prioritizing ILS’s voice traffic, 3Com switches expedite ILS’s web-based loan transaction processing. The switches also carry ILS’s automated home and loan evaluation applications, delivering replies in as little as six seconds.

“Our 3Com voice and data solution never lets us down,” said Joseph Kent, senior vice president of technology, ILS. “It gives us the scalable performance features and capacity we need to provide our services ‘Faster-Better-Cheaper’ than our competitors and to continue our growth quickly, easily, and affordably.”

### Integrated Loan Services Network Diagram

