

## Case Study – KX-TDA

### Royal Thai Embassy - Persistence pays off



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**Garry Winstone, Royal Thai Embassy’s Marketing Department. “**

Sawadee the traditional Thai greeting for ‘hello’ is the first word you hear when you call the Royal Thai Embassy’s Commercial Attaché Section. The auto-attendant then prompts you to direct dial to the extension you require or dial 1 for other enquiries or 2 for visa enquiries.

“Believe it or not, this is a vast improvement on our previous system,” says Garry Winstone in the Royal Thai Embassy’s Marketing Department. “The Commercial Attaché Section is quite separate from the visa issuing section and we were getting dozens of calls each day that were being wrongly directed, which was frustrating both for us and for our customers.”

Although the auto-attendant feature wasn’t the main reason for The Royal Thai Embassy’s purchase of their Panasonic KX-TDA30 hybrid telephone system, it was certainly high on their list of priorities. The embassy needed to invest in a new phone system because their previous system had come to the end of its lease and they wanted to take the opportunity to replace it with something that was reliable, flexible and expandable.

Having thoroughly researched the features they wanted, the Embassy whittled down potential suppliers to a short-list of three. The contract was

eventually awarded to Brighton-based Panasonic dealer Overline. “Equipment specifying contracts are of necessity a long-drawn out process, because budgets and specifications have to go between here and Bangkok,” said Garry Winstone. “One thing we particularly liked about Overline was their sheer persistence. A representative from the company visited us and someone would phone us at least every month to enquire about the progress of the potential contract and in this case, persistence definitely paid off.”

In addition to the KX-TDA30, Overline supplied the Embassy with several keyphones, a DECT phone and a VP50 voicemail system. Overline is based in Lancing, near Brighton, and specialise in supplying Panasonic telephone systems. The company celebrates its 10<sup>th</sup> anniversary next year.

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