

Call Center Spreads the Word with Bogen Paging System

**APEX
FINANCIAL**
Tempe, AZ

The Challenge

- Ensure up to 160 office workers hear All-Call pages for emergencies and improve communication among employees
- Enable office workers to quickly page supervisors and vice versa



Single-Zone System

The Solution

Apex Financial operates a call center to provide telephone support and customer service regarding important financial matters for a host of companies. The majority of their 160 customer service representatives require some level of supervision. Unlike the classic one-on-one relationship between an apprentice and master craftsman, today, there are often dozens of novices who depend on a single supervisor who may not always be at his or her desk. To help novice and supervisor communicate quickly, many companies such as Apex Financial, Tempe, AZ, install paging systems.

When Apex Financial moved to a new location, the managers selected Choice One Technologies, Inc., to recommend a telephone paging system for 160 employee telephone stations. Choice One Technologies recommended installing 12 Bogen Drop-In Ceiling Speakers (CSD2X2) and a Bogen Telephone Paging Amplifier (TPU35B). By designing this type of paging system, Choice One Technologies was able to ensure clear intelligible paging and keep the cost down by choosing an easy to install system.

Choice One Technologies' Rob Munter, Vice President and Cabling Division Manager, explained that Bogen audio system components were selected because he had good experiences with the products and service. Moreover, he added, to ensure the customer gets the best solution possible, Bogen works closely with installers, a practice that impressed Munter. In particular, Stan Moore, Bogen Southeast Regional Sales Manager had worked with Munter on a number of installations, providing professional guidance and technical expertise. "I have known and worked with Stan Moore since 1997. Stan Moore has been instrumental in our rise to the place we are with our paging and audio offerings, through Bogen Communications products. It's always a pleasure to speak to Stan, and I look forward to our next project collaboration," noted Munter.

Quick and Easy to Install

Before installation of the 70-volt system could begin, old wiring had to be removed during building refurbishing and replaced with new 2-conductor, 18-gauge wire. "Speaker installation took the five-member crew only 16 man hours," said Munter. His many years of experience installing sound systems combined with an easy to use *Bogen System Design & Buying Guide* assisted Munter in designing the system.

This installation would have taken twice as long if the installers had to cut through ceiling tiles to mount the speakers, explained Munter. By selecting Bogen Drop-In Ceiling Speakers (CSD2X2), there was no messy sawdust to remove from the carpet, saving even more time.

The 12 speakers are spaced about 30 feet apart and evenly distributed in the room, which has a ceiling 7 feet 10 inches over the floor. This speaker layout was used to ensure even sound levels throughout the room. Since ambient sound levels are not high in Apex Financial's carpeted offices, the speakers were tapped to only 0.5 watt, according to Munter. The sound system worked well right away and final adjustment to achieve an optimum sound level took only 30 seconds, said Munter.

The 35-watt Bogen Telephone Paging Amplifier (TPU35B) was installed adjacent to the telephone system in the data and telecommunications room, according to Munter.

BOGEN

Product Highlights

System Components

The 12 Bogen Drop-In Ceiling Speakers (CSD2X2) permit highly intelligible paging in Apex Financial's office area. The Bogen Telephone Paging Amplifier (TPU35B) provides plenty of power for the speakers throughout the large call center.

Speakers

The Bogen Drop-In Ceiling Speakers (CSD2X2) are full-range speakers that facilitated fast and simple installation in a 2' x 2' ceiling grid at Apex Financial. Since the speakers themselves are also 2' x 2', there was no need for support brackets. Installers saved installation time, effort, and cost by simply connecting the wires and dropping speakers into place. There was no need to cut tiles and no dusty mess to clean-up.

Amplifiers

Knowing that not everyone speaks at the same level, Bogen designed its Telephone Paging Amplifier (TPU35B) with an Automatic Level Control to keep loud voices from becoming too overpowering.

The Result

"We're very happy with the reliability and sound of this audio system," said Keenan Herring, Director of Operations for Apex Financial. "There's been no need for any adjustments other than when we want to raise or lower the volume," he added. "We were really delighted with this installation," said Munter.



Equipment List:

- 12 Bogen 2' x 2' Drop-In Ceiling Speakers (CSD2X2)
- 1 Bogen Telephone Paging Amplifier (TPU35B)

Key Products



CSD2X2
Drop-In Ceiling Speakers, 2' x 2'



TPU35B
Telephone Paging Amplifier, 35W

BOGEN
COMMUNICATIONS, INC.

50 Spring Street, Ramsey, NJ 07446 USA
Tel: 201-934-8500 • Fax: 201-934-9832
www.bogen.com