

J.H. & C.S. Odell Pipe Organs

With growth comes the challenge of maintaining the personal approach your company was founded on. J.H. & C.S. Odell chose Perceiva to help them implement a telecommunications system to maintain that personal approach.

For over 140 years, J.H. & C.S. Odell has been creating the finest organs in the world. In November 2005 owner Ed Odell realized he needed a better way to communicate with his customers to maintain the relationships his company had built. He looked to Perceiva to implement a new Voice Over IP (VoIP) phone system for his business.

Using Asterisk, an Open Source IP PBX, designed by Digium, J.H. & C.S. Odell was able to get many of the features typically reserved for big business in a communication solution for his family owned business.

Odell expects their investment in his new Asterisk solution will pay for itself in less than 12 months. By replacing traditional analog phone lines with dial-tone service from Internet Telephone Service Providers (ITSP) Junction Networks and nexVortex, Odell will significantly reduce his monthly phone bills.

A VoIP PBX allows greater flexibility for employees by allowing them to easily work from different locations, including their homes. By bringing their desk phones with them, or using a “softphone” on their computer, they are able to connect to the corporate PBX to make and receive phone calls. This allows the business to centralize its communication costs.

Automated Call Distribution (ACD) allows Odell clients to get through to the right person with a minimum of waiting. With the addition of “follow-me” programming, your desk phone and cell phone can ring simultaneously so you are sure to get that important phone call no matter where you are.

Typically email is stored in one location and voicemail in another location, but with Asterisk’s built-in unified messaging you are able to receive your voicemail messages in email, so you can file them with other project or client related information.

:: key benefits

- ▣ Reduce monthly communications costs significantly
- ▣ Enable a more productive remote workforce
- ▣ Allow customers to reach you quickly
- ▣ Route calls efficiently and cost effectively
- ▣ Consolidate messaging, emails and voicemails in one location for ease of use
- ▣ Eliminate the need for special staff or consultants

Most small business phone services offered by local phone companies require time and money to setup additional extensions and features. With a user friendly web interface, you can authorize anyone to add extensions, configure features, and even re-route all of your calls in an emergency; all with a few clicks of your mouse.

Odell calls his investment into his new PBX, “among the best technology purchase I have made. With Perceiva I was able to easily maintain the personal approach to customer service that has sustained our family firm for five generations.”

About Perceiva

Perceiva is a leading provider of Voice Over IP solutions. Founded in 2005, Perceiva has been providing solutions for customers across the US from its offices in Alexandria and Williamsburg, Virginia. Strategic alliances with companies like Digium, Zultys, SprintPCS, Verizon Wireless, SwitchVox, Polycom, Cisco, Kerio, and RIM, allow us to provide a complete portfolio for your small business communication needs.

About J.H. & C.S. Odell

J.H. & C.S. Odell is the organ building firm founded by John Henry and Caleb Sherwood Odell in New York City in 1859. To date the firm has built over 640 pipe organs, which can be found all over the world, though the majority of their work can be found in the Northeastern United States. Their pipe organs have rightfully earned a reputation for exceptional quality; organs built by Odell firm as early as 1865 are still in active service, most in their original locations. For more information contact Ed Odell, Owner at eodell@odellorgans.com or 860.365.0552.