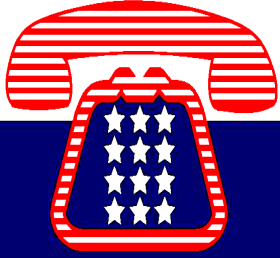


# American Business Telephone & Technologies, LLC



1651 TOLLAND TURNPIKE  
MANCHESTER, CONNECTICUT, CT 06042  
TEL:(860) 643-2200 FAX:(860) 649-9963

INFO: CLIFF.FERGUSON@ABTELEPHONE.COM  
HOWARD.SMALL@ABTELEPHONE.COM



Cityline Florist, Trumbull, CT

**Embracing technology** to drive sales, marketing, and serve their customers with floral arrangements for every occasion, Carl Roehrich and Susan Palazzio of Cityline Florist recently upgraded their phones to the IPitomy VoIP phone system.

Voted number one by Weekly Best of Fairfield County Readers Poll 2014, Cityline Florist is a family owned business since 1912. Keeping the tradition of utilizing proven methods of marketing, which includes the [citylineflorist.com](http://citylineflorist.com) website, mailings, advertisements and coupons, Cityline has added the **IPitomy VoIP phone system** to further enhance their customer service experience.

Integrating the new **IPitomy VoIP phone system** to their online **TeleFlora** ordering network provides useful analytics and (CDR) Call

Detail Reports. Incoming call data is automatically associated with ongoing marketing campaigns. With these sales reports, Cityline Florist adjusts and maintains a knowledge based



Beautiful Floral Arrangement from Cityline Florist

marketing system focused on floral needs for their customers.

The **IPitomy VoIP** phone system was also a welcome replacement to the aging Lucent Partner phone system. The IPitomy IP320 phones are now installed in several key locations throughout the building. With the installed T1/PRI, their IPitomy phone system can handle up to 24 phone calls at once. Brightly lighted displays, cordless headsets, Caller ID, and user friendly features make the IPitomy system a real asset to Cityline Florist.

With the **BRIA Counterpath** app installed on staffs iPhone and smart phones, softphone extensions are accessible anywhere WiFi is available. Calls can be made/answered just like being at Cityline Florist from anywhere.



Cityline also uses the **Que Manager** which displays call information on PC's for better call handling. RTI on Hold created a custom marketing message, which was uploaded to educate and inform callers all Cityline's Florist offerings.

ABT&T thanks Cityline Florist for the opportunity to update their computer and phone network to the latest technology!

## IPitomy Cityline Summary

- Serves High Volume Florist
- Analytics and Call Data
- BRIA soft phone mobility
- User friendly phones
- Connection to PRI/T1
- Option to add SIP Trunks
- Superior voice clarity