

CUSTOMER EXPERIENCE: WALNUT STREET THEATRE

SETTING THE STAGE

The Walnut Street Theatre, founded in 1809, is America's Oldest Theatre. Located in Philadelphia, the Theatre is a producing performing arts theatre and has the largest subscription base in the world. The mission of the Walnut Street Theatre Company is to sustain the tradition of professional theatre and contribute to its future viability and vitality.

The Walnut Street Theatre turned to ET&T to upgrade their current communication platform and improve their day-to-day operations. ET&T upgraded the Theatre's current Mitel/InterTel Axxess phone system with a Mitel MiVoice Office 250 and was able to reuse all of their existing telephones, resulting in savings.

FULL HOUSE

Additionally, ET&T was able to simplify their system menu prompts, making it easier for callers to navigate.

"We have a complicated phone tree set up with many options, and ET&T was able to upgrade our system and make navigating through the selections quick and easy for those calling in," said Kathryn McCumber, Company Manager of The Walnut Street Theatre.

The Walnut Street Theatre is very pleased with the advice and expertise provided by ET&T and now rely on advanced capabilities like Unified Messaging, Meet Me Conferencing and Dynamic Extension to better serve its customers. The transition was seamless and with zero downtime.

THE SECOND ACT

In addition to the phone system upgrade, ET&T evaluated The Walnut Street Theatre's land line and Internet connectivity bills, and was able to present a clear projection of their



savings. ET&T recommended switching their dial tone carrier, and was able to save the Theatre a substantial amount of money on their monthly bills. The result was better sounding voice quality, while doubling their Internet connection bandwidth. ET&T coordinated the implementation process and served as The Walnut Street Theatre's advocate with the new service provider.

"Everyone at ET&T is very friendly and really knows their stuff. They made our system upgrade as painless as it could be," said McCumber.

CURTAIN CALL

Whether you need communication equipment or network equipment or carrier services - or all three - ET&T is ready to help you get the most from your technology investments.

Discover why performing arts professionals like The Walnut Street Theatre turn to ET&T. You can count on ET&T's half a century of reliable, customer focused service. Contact ET&T today at (800) 733-8229 or sales@et-t.com.