

Royce//Ayr Cutting Tools Inc.



Customer:

- Royce//Ayr Cutting Tools Inc.

Industry:

- Manufacturing

Challenges

- Out-of-date communications equipment and infrastructure
- Limited administrative tools which would not permit internal programming changes
- Inability of system to generate detailed customer service and sales activity reports
- Sales Team unable to remotely connect with office infrastructure
- Manufacturing area not equipped with wireless technology - negatively impacting productivity

Solution

- ShoreGear Small Business Edition
- ShoreTel IP Phones
- Polycom Spectralink Wireless Handsets
- Ruckus Wireless Zone Director and ZoneFlex Access Ports
- HP Network Switches
- Rogers Fibre Dedicated Internet (5mg symmetrical) and SIP Trunks
- Ongoing ECI Support Services

Results

- Significant investment in equipment and infrastructure ensuring capacity for future growth
- Increased functionality of communications equipment across a number of platforms
- Ability to easily generate reports internally to monitor employee productivity
- Strength to maintain position as industry leader

Royce//Ayr, a North American leader in the cutting tools industry, manufactures and distributes premium quality cutting tools for wood, composite plastic, rubber and steel cutting applications. Royce//Ayr has grown significantly since 1963, employing a staff of 85 and occupying a 40,000 sq. ft. facility in Cambridge, Ontario (Canada). Ongoing investment in state-of-the-art equipment and highly-skilled employees gives Royce//Ayr a competitive advantage, and their commitment to excellent customer service and on-time delivery solidifies their position as an industry leader.

Royce//Ayr looked to Empire Communications (ECI), their trusted telecommunications supplier for over 10 years, for the expertise and technical support necessary to replace an antiquated phone system with an up-to-date solution. The custom-designed solution needed to utilize fibre optic technology newly available to Royce//Ayr, and allow for wireless connectivity throughout the facility. Remote access for a mobile sales team, the ability to generate customer service and sales reports, and in-house management of their phone system were also essential elements for a new system. This significant investment in technology would also need to support future growth and ensure Royce//Ayr maintained the lead in their highly competitive industry.

The Challenge

In early 2012, Stan Puklicz, Owner and Chief Financial Officer of Royce//Ayr, recognized their existing phone system had reached the end of its lifespan. It was unable to keep pace with the changing technology demands of their growing business and did not offer the user-friendly features necessary to monitor and track calls for customer service or productivity reports.

Royce//Ayr needed a state-of-the-art telecommunications solution that would allow them to operate more effectively in all aspects of their business – from the manufacturing plant, warehouse and office, to the seamless integration of the sales team, regardless of their physical location. The operation of a Call Centre

and Tech Support Desk, with extended hours to serve customers across North America, also needed to be integrated into the solution to ensure an ongoing high level of customer service. In addition, Royce//Ayr management needed a phone system that was easy for them to operate internally and on a platform that gave them the control and flexibility to make changes to voicemail or messages without having to schedule a service request, as they currently had to. After being notified of a fibre optic network upgrade available in their Business Park, Puklicz acknowledged that the time was right to make the needed infrastructure investment.

“ECI spent a lot of time with us explaining our options and helping us to validate the expense. They also provided us with on-site training specific to our application, and I know that when we have more questions ECI will be there for us, when we need them, to help us use our system to its full capacity.”

The ECI Custom Solution

Following a series of meetings with Royce//Ayr, Amin Khan, President of ECI, proposed a solution to maximize the use of the newly available Rogers fibre network. Upgrading to the Rogers fibre network from DSL gave Royce//Ayr access to additional bandwidth to deploy hosted email (Microsoft 365), network access for remote workers and improved Internet access. Migrating to Rogers SIP trunks provided savings over traditional analog phone lines, cost justifying the move to fibre. ECI recommended upgrades to Royce//Ayr’s internal infrastructure, including the use of an in-building Ruckus wireless network. Wireless communications throughout the facility, allowed for the deployment of wireless phones and enabled staff to wirelessly maintain and diagnose manufacturing equipment as required, resulting in a notable improvement in staff productivity.

ECI recommended ShoreTel’s Small Business Edition, a VoIP phone system. The ShoreTel solution addressed Royce//Ayr’s concern regarding the need to self-manage specific aspects of their phone system internally, without the delays associated with placing

a service request. The use of ShoreTel Workgroups provided a cost effective call centre solution for the customer service and sales departments. Through the use of the “follow-me” feature the sales and management teams are able to seamlessly receive calls on their mobile device, allowing them to be more responsive to clients. The addition of the Polycom Spectralink 8440 Wireless Handsets also ensured a higher level of productivity and accessibility for staff on the manufacturing floor.

Stan Puklicz was conscious of the bottom-line throughout the process and wanted to ensure that this investment would not only provide them with what they needed today, but also in the future. “ECI spent a lot of time with us explaining our options and helping us to validate the expense. They also provided us with on-site training specific to our application, and I know that when we have more questions ECI will be there for us, when we need them, to help us use our system to its full capacity.”



Results

Empire Communications provided a fully integrated communications system that was customized for Royce//Ayr’s unique business needs. By updating their technology and infrastructure, Royce//Ayr is now able to track all incoming and outgoing calls, which Puklicz believes is one of the most important features for his business. “A comprehensive reporting system enables me to

monitor sales, marketing and customer service activity. Traceability and trackability are imperative for generating productivity reports, and then determining what we can be doing better.”

The Royce//Ayr name is synonymous with quality. Maintaining this high level of quality in production and customer service comes with strategically investing in technology, employees and by looking forward. The overall investment was significant; however Stan Puklicz believes this new system “sets us in the right place for our digital future. ECI helped us to find a solution that met our needs today but also allowed for our needs as a growing business tomorrow.”

More Information



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