



## Dynamic Towing Saves Valuable Hours to Focus on Core Business Goals with Avaya Cloud Office

### THE CHALLENGE

Based in Moncton, Dynamic Towing is a fast-growing, five-person tow-truck and roadside assistance firm. For Executive Assistant *Tanya Majensky*, managing daily operations was a constant challenge due to an outdated Panasonic phone system that was installed a decade ago. With no auto attendant, she spent most of her day transferring calls that did not need her attention, leaving her with little time to focus on crucial tasks.

Additionally, the discontinued Panasonic system was unreliable due to its age, and replacement parts were becoming harder to find. The lack of guaranteed support left Tanya and her team exposed to frequent breakdowns and communication failures.

Tanya knew it was time for a change and made the switch to Avaya Cloud Office for her unified communications.

*"In my role, I handle a lot—payroll, finance, and admin tasks—and dealing with nearly 50 calls a day was a constant disruption," she explains. "The biggest challenge was how much time I was losing to redirecting calls that could have been easily avoided."*



#### At A Glance: Key Challenges

- Time lost to manual call transfers, preventing focus on core business tasks.
- Outdated phone system with unreliable maintenance and limited access to replacement parts.
- Too many phone lines for a small setup, resulting in inefficient billing.

## THE SOLUTION

To solve Dynamic Towing's communication challenges, an Office Interiors Account Manager, *Denise Leblanc*, recommended Avaya Cloud Office (ACO) paired with Avaya J159 Desktop Phones. This transition streamlined their setup from four phone lines to one simplified line, serving both the home office and main location.

ACO's auto attendant now ensures calls are directed to the right person directly, which is crucial for a towing company where fast response times are key. This solution eliminated the need for constant call transfers, freeing up Tanya to focus on her day-to-day tasks. With reliable connectivity and smart call routing, the team can respond to customer requests faster, improving both operational efficiency and customer satisfaction.

The Avaya J159 Desktop Phones provide dependable, crystal-clear call quality, keeping Dynamic Towing's operations running smoothly.

Denise's recommendation of ACO delivered a scalable, modern solution that eliminated the communication disruptions and inefficiencies of their outdated system.

*"The system will do a million more things than we will every use it for (old school around here) but it has done what I needed it to do...stop the 50+ calls a day coming into the building that didn't need my attention. I think I have transferred 5 calls to my team all week...**I've been more productive this week than I have been in 2 years!**"*



## THE RESULT



Since implementing ACO, Tanya cites time savings as the biggest benefit, with the auto attendant freeing up valuable hours each day.

By switching to a flexible monthly subscription model and consolidating four phone lines into one, the team is also saving **approximately \$300 a month**. Calls are now seamlessly transferred over the cloud between their two locations, enhancing communication speed and ease. Tanya also values the peace of mind that comes with having a reliable service team readily available to address any issues quickly.

Looking ahead, Tanya is excited to explore features that will support Dynamic Towing's growth, such as the ability to independently manage changes, add new team members, and customize settings as the business expands.

*"We have been live for a week and **I would just like to say thank you to Oussama from the Office Interiors Service Team and Steve from Avaya. They were very knowledgeable about the Avaya Cloud Office and always available to us. I'm not a technical person and I didn't need to be because Office Interiors took care of everything.**"*



At A Glance:  
Value Created

- Auto attendant eliminated hours spent on manual call transfers.
- Consolidating phone lines and switching to a subscription model saved \$300 per month.
- A unified system removed call duplication across devices, simplifying communication.

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