



# VITAL

PLASTICS



## CASE STUDY: VITAL PLASTICS

# Streamlining operations while reducing overhead with Panasonic

### Challenge

Vital Plastics, a high-volume molding and assembly manufacturer, prides itself on its superior custom injection molding solutions, but what differentiates the company from its competitors is its engineering and support team. Yet connecting these team members with customers proved challenging due to the outdated communications tools at its disposal. Human error caused some calls to go missed or unanswered and because of the voicemail prompts on the company's old phone system, connecting with Vital Plastics proved tedious and frustrating.

### Solution

To address the need for faster and easier customer communication, Vital Plastics deployed Panasonic's KX-NS1000, an IP business communication server that easily integrated into their existing infrastructure.

### Result

After installing Panasonic's KX-NS1000 solution, Vital Plastics noticed an immediate improvement in their day-to-day operations. Thanks to the server's unified communication features including built-in voicemail and e-mail integration as well as the platform's seamless multi-site networking capabilities.

Located in Baldwin, WI, Vital Plastics is a high-volume molding and assembly manufacturer that employs over 300 people. The company prides itself on its superior custom injection molding solutions, but what really differentiates the company from its competitors is its best-in-breed engineering and support team. Yet connecting these team members with customers proved challenging because of the outdated communications tools at its disposal.

Having the ability to quickly and easily communicate with customers and prospects was a business imperative, so to help meet this need, Vital Plastics activated a dark fiber connection between its two locations, both of which are in the same industrial park. But this only solved some of its communication concerns.

With a receptionist who redirected incoming calls on an ongoing basis, human error occasionally caused calls to go missed or unanswered. Additionally, because of the voicemail prompts on the company's old phone system, connecting with a Vital Plastics representative proved time consuming and often frustrating for customers, and slowed the overall pace of business.

“Upgrading to the new server system has enabled Vital Plastics to simplify and improve their communications, lower cost and improve productivity.”

– Fred Pesik, business sales,  
Baldwin Lightstream



After reviewing the benefits of upgrading to a new system with its telecom provider, Baldwin Lightstream, Vital Plastics chose to deploy Panasonic’s KX-NS1000, an IP business communication server that easily integrated into their existing infrastructure. “While the KX-NS1000 offered a variety of features that could be tailored to Vital Plastics individual needs, the communications server’s built-in, integrated unified messaging and multi-site networking capabilities are what stood out the most to Vital Plastics,” said Fred Pesik, business sales, Baldwin Lightstream.

“The built-in voicemail and e-mail integration and the ability to seamlessly connect our two office locations without a workflow disruption have been a game changer for us,” said Drew Lunney, IT manager, Vital Plastics. “Those features are invaluable for our company’s success and together have not only enhanced our flexibility, but improved overall customer service, resulting in high customer satisfaction overall.”

Customers calling Vital Plastics no longer have to worry about their call not being received or going unanswered. Thanks to the KX-NS1000’s integrated unified messaging features, Vital Plastics’ team members can listen to voice messages by phone or receive them as an audio file attachment in their email inbox, then play or delete messages directly from their inbox. The solution also pushes automatic alerts via email whenever someone leaves a voice message, enabling the sales team to respond to customer inquiries while on-the-go, increasing overall efficiency. Furthermore, utilizing the KX-NS1000’s multi-site networking capabilities has created a seamless interface between the company’s multiple locations,

allowing Vital Plastics to virtually connect across networked sites and share resources efficiently, including call distribution.

“When Vital Plastics was determining which network communication server to choose, we had one criteria: which vendor would provide the greatest return on investment,” said Lunney. “From reducing overhead to increasing efficiency, Panasonic’s KX-NS1000 solution has gone above and beyond in delivering superior ROI. We’ve been a longtime user of Panasonic’s business phones and are familiar with the level of quality the company provides. Now, we’re thrilled that we’ve been able to increase our use of Panasonic’s solutions to continue meeting our business needs.”

Because the KX-NS1000 improved efficiency while reducing cost, the investment in the solution proved valuable to overall business operations at Vital Plastics.

For more information about Panasonic’s unified communications solutions, please visit [na.panasonic.com/us/office-products-unified-communications/unified-communications/](https://na.panasonic.com/us/office-products-unified-communications/unified-communications/)