



Success Stories

Retail Sector

Industry: Retail/Wholesale
Installation: 8 locations, 100+ phones
Date of Install: March 1993

FAMOUS TATE
APPLIANCE & BEDDING CENTERS



Challenge:

Famous Tate had a need to grow by opening new stores over a period of time at a fixed cost budget but did not want to sacrifice quality of service.

Solution:

Famous Tate chose CSM to provide their operation with the required equipment and service with a single point of contact (SPOC) for all its telecom needs at a very competitive cost.

Benefits:

- The operation now has CSM manage its moves, adds and changes, eliminating the expensive cost of staff labor once incurred with their old system.
- It is estimated that Famous Tate has saved over \$50,000 in the course of their service relationship with CSM due to reduced labor hours and cost avoidance.
- Customer service is enhanced significantly with the enterprise grade feature set which enables operators to handle calls efficiently and quickly from anywhere in the network.

FAMOUS TATE PROVIDES REKNOWN SERVICE AT DISCOUNT PRICES

Relying on CSM for Simplified Management, Scalability and Enhanced Customer Service to Lower Telecom Costs

Locally owned and operated since 1954, Famous Tate has been serving the Tampa Bay area with great deals on home appliances and bedding via its 200 employees with 8 stores in Hillsborough, Pinellas, Pasco, Hernando, Polk and Citrus counties.

In 1993, Famous Tate turned to CSM to provide all of the services that the local telephone company had discontinued offering to firms their size. CSM was able to leverage Famous Tate's existing infrastructure by servicing all of their in place systems as well as providing new equipment and network optimization services were required as needed. Over the years, CSM has upgraded and deployed new technology and services to meet Famous Tate's need and timetable.

Famous Tate has become one of the largest members of Brand Source and recently ranked as the 30th largest appliance retailer in the entire United States! CSM has played an important part of the team that has made that level of success possible.