



## TOUCHPOINT NETWORKS PROVIDES NON-PROFIT ORGANIZATIONS WITH FOR-PROFIT TECHNOLOGY

*Leaders in Unified Communications  
Increase Productivity at Oregon Law  
Center and Legal Aid Services of  
Oregon*

PORTLAND, OR — August 12, 2014 — TouchPoint Networks, a leader in unified communications, announced today that the company recently implemented a technology solution into two non-profit organizations, the Oregon Law Center ([www.oregonlawcenter.org](http://www.oregonlawcenter.org)) and Legal Aid Services of Oregon ([www.lasoregon.org](http://www.lasoregon.org)). Both are non-profit organizations that provide legal help and representation to low-income clients throughout Oregon. The technology not only increased office productivity but has dramatically expanded their ability to serve their clients. By harnessing the best that the for-profit world has to offer, TouchPoint Networks was able to provide both organizations with cost-effective technology solutions that are now competitive advantages for them. Business owners would do well to note this case study, as they can learn how to create similar results within their own small to mid-sized businesses (SMBs) through implementing advanced technology.

The Oregon Law Center and Legal Aid Services of Oregon

are both quite accustomed to running their operations with tight budgetary constraints. They realized that by increasing their ability to operate efficiently they could become a more productive organization, and expand their capacity to operate with a small budget. One of the most staggering results that both non-profits were able to enjoy was a reduction of their monthly phone bills by 40%. They were able to achieve this significant of a result by examining their phone bills and auditing their existing lines. Additionally, they implemented (session initiation protocol) SIP trunks, which further contributed to this dramatic cost reduction. SIP trunks are growing in popularity amongst businesses for their ability to reduce costs without sacrificing call quality.

Another problem that Legal Aid Services of Oregon had faced prior to the implementation was a high frustration level from callers into their hotlines who would receive a busy signal, hang up and continuing calling never knowing if their call would ever be answered. Instead of making their customers call back all day long, TouchPoint was able to reassess and reorganize the network infrastructure in order

to streamline communications, so that when customers would call-in, they would either speak with a staff member immediately, or be placed on-hold and know what place in the queue they were in with approximate wait times. This simple feature was incredibly valuable because of the time-sensitivity their clients have towards receiving help from the law centers. Many for-profit businesses leverage this technology for this exact benefit.

Additionally, both organizations were thoroughly impressed with their ability to record, store and email voice mail messages. In the legal environment, liability is a tremendously important matter and by enabling these organizations to record calls and store them as a file on their computer they are able to ensure compliance and clear up miscommunications immediately. When one department can receive a complaint from a client, and then they can forward it on to another person who's better equipped to respond, this creates an overall environment where clients are much happier interacting with a company, something which nearly every business could benefit from.

To summarize, TouchPoint Networks was able to quickly assess and optimize the complicated networks of both organizations and solve real-world business problems. Whether they needed to decrease expense, increase overall productivity or implement simple, easy-to-use solutions, TouchPoint was able to empower both of these charitable organizations and make a lasting impact on their operation. Perhaps that's why TouchPoint Networks is one of the leaders in the marketplace,

and why they will remain there for the years to come.

### **ABOUT TOUCHPOINT NETWORKS**

Gary Gonzalez and his business partner's Chuck Whiteley and Tamara Gonzalez, are owners of TouchPoint Networks, a member of the Technology Assurance Group (TAG). TouchPoint has built a team of professional voice and data specialists dedicated to the highest levels of customer support. TouchPoint's pattern of steady growth reflects their

commitment to keeping pace with the constantly evolving telecommunications technology arena, and the dramatic expansion of the Pacific Northwest's business market. With offices located along the I-5 Corridor in Portland, Eugene, and Medford, TouchPoint Networks is uniquely positioned to respond quickly and effectively to a wide range of customer equipment and service requirements. For more information on TouchPoint Networks, please visit [www.asktouchpoint.com](http://www.asktouchpoint.com).