

Case Study

How Lewis Ginter Botanical Garden Cultivated **Better Communication with Simplicity VoIP**

Executive Summary

When Lewis Ginter Botanical Garden decided to upgrade their outdated phone system, they knew they needed something more flexible and reliable. Working with Epitome Networks and Simplicity VoIP, they moved from an old, rigid system to one that fit their unique needs, especially for field employees.

The result? A boost in productivity, more personalized interactions with visitors, and a system that grows alongside the garden.

Here's how they did it.

The Client

Lewis Ginter Botanical Garden, located in the heart of Richmond, Virginia, is a beautiful space that attracts nature lovers from all over. With 120 employees and over 450 volunteers, keeping everyone in the loop is essential. But their old phone system was causing problems, especially for team members who work outside the office.

The Challenge

Lewis Ginter Botanical Garden thrives on community engagement. But their old-school phone system was more of a burden than a tool, thanks to:



Limited Mobility: The old system required employees to be at their desks to answer calls, causing delays and inefficiencies.



Missed Calls & Delays: Staff in the field couldn't easily connect with vendors, leading to unnecessary back-and-forth and productivity loss.



Rigid Infrastructure: Adding new lines or moving employees required extensive cabling and infrastructure changes.



Impersonal Visitor Experience: A complex auto attendant system frustrated callers who just wanted quick, human interaction.

Recognizing the need for something more flexible—and modern—Ken Meyers, the Vice President of Facilities, decided to make a change. And he turned to Simplicity VoIP to help him do it.

Simplicity VoIP's Solution

Simplicity VoIP and Epitome Networks stepped in to provide a cloud-based VoIP system that allowed staff to communicate more efficiently. Key features included:

Call Queues & Ring Groups: Instead of calls going to voicemail, staff could set up automatic call routing, ensuring someone was always available to help.

Softphone & Mobile App: Employees in the field could now answer calls on their mobile devices, reducing missed connections and increasing productivity.

Wireless Options: No more running new cables—wireless VoIP phones allowed staff to move freely within the garden while staying connected.

Easy-to-Manage System: Instead of relying on outside support, Lewis Ginter staff could make real-time adjustments through an intuitive online portal.

During the implementation process, the professionalism and responsiveness of the Simplicity VoIP and Epitome teams was put to the test and they met the challenge. **"We were in the middle of transitioning when lightning hit,"** Ken recalls, **"Our old system was completely fried, and we were left with no way to receive calls. We had to scramble, getting a basic phone to answer the incoming calls."**

Ken and his team asked their providers to speed up the installation process. And speed it up, they did. Thanks to the quick thinking and responsive service from Simplicity VoIP and Epitome Networks, the garden's new phone system was up and running in no time.

The Results

With Simplicity VoIP, Lewis Ginter has experienced a marked improvement in communication both internally and externally, like:

- ✓ **A Warmer Welcome for Visitors:** More calls were answered live, meaning guests got immediate assistance instead of voicemail runarounds. This made for a friendlier, more helpful first impression and an overall better experience.
- ✓ **Faster, More Efficient Communication:** Staff could now instantly connect with vendors and coworkers, cutting down delays and keeping operations running smoothly. This meant faster problem-solving, seamless coordination, and a more productive team.
- ✓ **Big Savings in Time and Money:** The garden could now manage the system internally, eliminating costly service calls. Seasonal staff adjustments became quick and easy, reducing both administrative hassle and expenses.
- ✓ **Stronger Team Connectivity:** Field staff didn't have to rush back to their desks to check voicemails or return calls—everything was accessible from their mobile devices. This sped up operations, reduced disruptions, and kept projects moving forward without unnecessary delays.

Ken, his team, and their visitors couldn't be more pleased. And to top it all off, they've got local partners who can support them through it all. **"The ability to call someone when we need something—and have them out here in an hour—is incredible,"** Ken states, **"If we had chosen to sign up with a national company that did not have a local partner able to provide on-site support, we probably wouldn't have gotten that level of service."**

Future Plans

Lewis Ginter is excited about all the new possibilities their VoIP system brings. They're planning to use their new bilingual auto-attendant feature for special events, like their Dia De Los Muertos celebration, so more visitors can easily get the information they need.

They're also exploring creative ways to use their system to connect with even more people through marketing efforts. And with Simplicity and Epitome's help, they're continuing to optimize their call routing, so every caller gets the best experience possible.

Your organization runs on connections—make them stronger with the right VoIP system. Simplicity VoIP has helped Lewis Ginter. Let's see how we can help you, too!