

Impact Case Study:

Texas Association of School Boards

The 60-year-old Texas Association of School Boards is proud to have a membership that includes all 1,035 Texas school districts, in addition to many regional education service centers, community colleges, tax appraisal districts and shared service agreements. TASB radiates its mission to “promote educational excellence for Texas schoolchildren through advocacy, visionary leadership, and high quality services to school districts” through its various services.



On the Move

In 2006, TASB made the move from a campus environment to a single headquarters building. With this move, they upgraded their Siemens 9751 switch to a new HiPath 4000 platform, which enabled them to utilize IP bandwidth and phones, rather than TDM. TASB knew that they would be too busy moving to have time for new phone training. That’s when they discovered Impact’s PhoneGuide LIVE!—a web-based, interactive phone and voicemail training solution.

TASB implemented PhoneGuide LIVE! before their move even happened, so their employees could start training in advance. With a link to PhoneGuide LIVE! on their internal web site, TASB employees learned about basic phone operation and features before, during and after the move.

In a recent interview, Rick Tillotson, Assistant Department Director Information Technology – Telecommunications, stated “PhoneGuide LIVE! delivered operational efficiencies and cost savings to TASB because we didn’t have to pull employees away from their desks to train them. Instead, employees could learn at their own individual pace, and they always have the option to look back at PhoneGuide LIVE! when a question arises.”



When employees use PhoneGuide LIVE! as a reference, they become more comfortable exploring and learning other phone features. According to Tillotson, “People are now using functions that we paid for in the first place.” He also expressed relief in knowing that employees could find answers on their own, from their desktop, and avoid feeling embarrassed to ask for help. And this keeps calls to the helpdesk to a minimum. When questions arise, the help desk directs employees to PhoneGuide LIVE!. Recently, for instance, employees had questions about how to complete conference calls. In response, the telecom department sent out an e-mail including a link to PhoneGuide LIVE! to view the video on how to initiate conference calls. “PhoneGuide LIVE! is Google for the phone,” Tillotson proclaims.

