



Creative meetings enhanced by Scandinavian design

ORSAY is a fashion brand that specialises in clothing for trend-oriented women. For communication with the employees at its branch office in Poland as well as with service providers and sales staff, ORSAY depends on conference calls using Konftel 300W conference phones.

“Creativity is an important factor in our meetings at ORSAY”, said Fabienne Iffland, IT Director at ORSAY. “Designers discuss upcoming collections, select colours and coordinate patterns and cuts. Professional conference phones make it possible to talk freely and move about the room. Each and every word is clear – without the participants having to hold a telephone or lean towards a desk phone with an integrated loudspeaker.”

Conference calls are used on a daily basis at ORSAY due to the fast and efficient communication they facilitate. Calls can be set up spontaneously to provide immediate feedback to business partners.

“The look of the conference phones played an important role in the selection process. The conference room represents the company. The Konftel phones add just the right touch with their Scandinavian design.”

*Fabienne Iffland,
IT Director at ORSAY*



"Konftel concentrates all of its energy on conference phones", said Lutz Peuker, the customer consultant at NextiraOne who introduced the phones to ORSAY. "This is why Konftel is able to set the standard for sound quality, ease of use and overall design."

Creative, cooperative and efficient

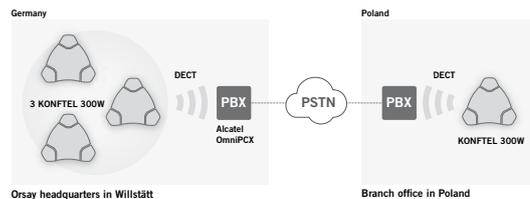
Professional conference phones provide a solid underpinning for creative and cooperative conference calls. "Our employees gather around the Konftel phone instead of dialling in individually from their offices", explained Fabienne Iffland. "This helps to encourage direct communication during the meeting while ensuring that participants give their full attention to the conference. External participants are integrated as if they were in the same room."

Another benefit: conference calls reduce the amount of business travel that is required. This helps to reduce corporate travel expenses while providing a better work-life balance for employees and protecting the environment.

Convenient features

Konftel conference phones are known for their straightforward user interface and menu navigation. Using the conference guide, the sales director only has to set up the "sales meeting" group once, for example. After that, he can call all of the participants in this recurring meeting at the press of a button. The voice recorder is another feature that ORSAY considers essential. "We are able to keep a record of all of our important meetings", reported Fabienne Iffland.

Moreover, the conference phones integrate directly with ORSAY's DECT system. "Our employees use these phones throughout the building. The rechargeable battery enables wireless operation with up to 60 hours of talk time", noted Fabienne Iffland.



In use around the clock

ORSAY uses three phones of type Konftel 300W at its headquarters in Willstätt and one at its branch office in Poland. "We use these phones around the clock", said Fabienne Iffland. "We're also planning to purchase an additional device. Meanwhile these conference phones are essential for our everyday business."

Equipment in use:

- Four Konftel 300W
- Used with an Alcatel OmniPCX PBX system

Important for ORSAY:

- Creative conference calls
- Scandinavian design
- Direct integration with DECT system
- Less business travel
- Conference guide and voice recorder

About ORSAY

Founded in 1975, ORSAY is a German fashion brand based in Willstätt, Germany with an additional site in Wrocław, Poland. The company specialises in fashionable clothing for trend-oriented women. ORSAY has more than 600 shops in 24 countries along with about 4,300 employees.



Additional information: www.orsay.de



Head office: Konftel AB Box 268, 901 06 Umeå, Sweden
Tel: +46 (0)90-70 64 70, Fax: +46 (0)90-13 14 35, info@konftel.com www.konftel.com

Local offices: UK - Manchester, uk@konftel.com. France - Paris, emea@konftel.com, Germany - Cologne, dach@konftel.com, USA - Chicago, na@konftel.com, ASIA - Hong Kong, apac@konftel.com