

# TAMCO + VIZIO

The Case. VIZIO is a rapidly growing manufacturer of high definition flat panel TV's, leading the industry in the 37", 42", 47", and 60+" segments. This Irvine, CA-based marketer distributes its products nationally through thousands of outlets including Wal-Mart, Sam's Club, and Sears stores.



## The Situation

VIZIO attributes much of its growth to exceptional product performance at breakthrough prices – coupled with today's most competitive service policies, such as free on-site repairs for a full year after purchase. Although just a few years old, VIZIO decided to update their older phone equipment in the Fall of 2006 to accommodate a more efficient call center operation for customer service and technical support. They chose a new system that was more than adequate for their 40 employees, and fortunately, they acquired this new equipment with TAMCO Shield so they could replace their system at any time during their contract without financial penalties, rollovers or hidden costs.

Just three months into the agreement, VIZIO's business expanded exponentially with the addition of another major retail chain. Employees doubled to 80+ and it was apparent that this number would soon reach 120.

## The Solution

VIZIO made the decision to move to a new, larger facility and expand their call center operation while gaining additional flexibility so that some people could even work from home.

Again working with a TAMCO partner, a highly sophisticated VoIP system was installed in the new building.

The new solution is covered by a full maintenance plan and includes software and hardware that's capable of accommodating up to 1500 employees. It too was acquired with TAMCO Shield.

Mike Ferry, Western Sales Director of TAMCO, said "When we told VIZIO that they could 'future-proof' their original decision with TAMCO Shield, we really didn't think they'd be taking advantage of the system replacement guarantee so quickly. But, they did...and we did exactly what we said we'd do."

Kelly Kranz, Technical Support Manager of VIZIO, said, "The whole system replacement process was a good experience. Once we made the decision on the new system, everything went forward as planned. It was completely seamless. We are now much more efficient in our support efforts and can add more people as needed. For a fast-growing business like ours, TAMCO Shield was the clear choice."