



CASE STUDY

Toledo Zoological Society

VOICE UPGRADE & TRUSTUC



Challenges

Utilizing 20-year-old legacy phone system from another provider, consisting of end-of-life devices spread across more than 300+ locations throughout the facility.

Sourcing equipment for aging system became increasingly difficult and expensive, making maintenance and repairs time-consuming.

Zoo staff needed a more flexible solution to stay connected without being tied to a desk.

About the Customer

For more than a century, the Toledo Zoo & Aquarium has been a cornerstone of education, conservation, and family experiences in Northwest Ohio. Since its founding in 1900, this nonprofit organization has welcomed over one million visitors each year and is home to more than 10,000 animals representing 720 species. In addition to creating memorable guest experiences, the Zoo & Aquarium is deeply committed to conservation, actively participating in 80 Species Survival Programs to protect endangered animals and sustain healthy populations around the globe.

Maintaining the zoo's vibrant guest experience and advancing its conservation initiatives requires seamless coordination across a large, dynamic environment. From animal care and habitat management to guest services and educational programs, staff depend on technology and communications systems to coordinate activities across administrative offices, guest service areas, kitchens, animal habitats, and the aquarium. However, the existing infrastructure consisted of hundreds of end-of-life handsets from another provider spread throughout the grounds, making it increasingly difficult to maintain reliable communication.

The legacy platform required frequent maintenance, replacement parts were becoming scarce, and troubleshooting issues consumed valuable time from the already lean IT staff. Recognizing these growing challenges, the zoological society began searching for a modern, scalable communications platform that would enhance reliability and flexibility without disrupting daily operations or the guest experience.



Telesystem's Solution

Seeking to modernize its communications infrastructure while minimizing operational disruption, the zoological society looked to their existing internet provider, Telesystem for guidance. To ensure a smooth transition, Telesystem deployed a phased migration strategy, allowing legacy and new systems to operate simultaneously on the same network. This approach provided departments with the flexibility to upgrade at their own pace, ensuring that daily operations and guest experiences remained uninterrupted throughout the transition.



As part of this modernization initiative, Telesystem reduced the number of physical handsets from over 300 to 225, resulting in lower hardware and maintenance costs. The implementation of TrustUC with Webex further enhanced operational flexibility, empowering staff to make and receive calls, chat, host meetings, and access voicemail transcriptions directly from their mobile devices, eliminating the need to be tied to a desk phone.

"Telesystem's phased migration approach allowed us to modernize our communications platform without disrupting daily operations", said Trevor Reiter, IT Director of Toledo Zoo. "The result is a more flexible system for staff and significantly less operational overhead for our IT team."

Today, the zoo operates on a fully managed hosted VoIP solution, maintained and supported by Telesystem's 24x7x365 US-based support team. This transition has delivered a communications platform that is more flexible, cost-effective, and reliable, allowing the IT team to redirect its focus to strategic initiatives. Additionally, zoo staff now benefits from the ability to stay connected anywhere on the expansive premises, further enhancing operational efficiencies.