

# bearing it all



THE TIMKEN CORP.

THE TIMKEN CORP. is bearing less and less, while earning more and more.

A leading international manufacturer of highly engineered bearings and alloy steels, Timken employs about 21,000 people worldwide, with reported 1999 sales of more than \$2.4 billion.

And 17 of Timken's domestic engineers are finding work much more enjoyable, now that Voice2insight has cut their office time drastically, in some cases as much as 80%.

**"If I was not using [Voice2insight] right now, I'm afraid I would have at least 10-12 of the field reps sending death messages."**

Every one or two weeks, each engineer typically spends a full day sitting in the office writing reports, said Jeff Calvin, Vice-President of Timken Bearings.

"What [Voice2insight] has allowed us to do is to at least cut that time in half," Calvin said.

Voice2insight has also increased the turn around time on reports, which engineers may take up to two weeks to do.

"Now, with the Voice2insight system, a call generates the reports and is turned around within 24 hours, which is basically unheard of in our industry," Calvin said.

The equivalent to Calvin? Three and a half free service engineers and lots of extra time.

Not only do the sales reps spend more face-to-face time with customers, they are improving service, value, and helping Timken business to grow much, much greater, Calvin explained.

"It would be well up into the several hundred thousand dollars a year in savings for us," he added.

Voice2insight has also made reporting back to the customer significantly faster, which Timken finds a great benefit and value to all parties – the customers, the sales force and the corporation.

"If I was not using [Voice2insight] right now, I'm afraid I would have at least 10-12 of the field reps sending death messages," he laughed.

Too many rely on the ease of the system and reduction in office work, he said.

And could not bear to be without it.

**VOICE2insight™**  
"STOP TYPING. START SELLING!"

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