



Case Study

Nationwide Equity

Vocalocity Lends a Big Company Presence to Mortgage Bank Branch Office

CHALLENGE:

Replace old-fashioned, expensive phone system with a professional, advanced phone system at an affordable price

SOLUTION:

VocalocityPBX, a hosted PBX voice communications solution

BENEFITS:

Easy-to-use, advanced features project professional, large company image to potential customers

Provides flat rate 800 number service that enhances company image at low, fixed cost

Delivers excellent VoIP call quality and reliability



The Vocalocity Advantage

VALUE - COST SAVINGS:

- Flat rate pricing means Nationwide Equity can budget for expenses
- The branch office is saving 70% on its monthly phone expenses
- 800 number service with flat rate pricing enabled the branch office to have its own 800 number

TECHNOLOGY -TOP FEATURES FOR FOX CREEK:

- Excellent call quality with no perceivable difference between VoIP and traditional phone line
- Advanced, professional features help Nationwide Equity project a big company image
- Vocalocity's plug-and-play capability got Nationwide Equity up and running instantly after receiving their phones

CUSTOMER SUPPORT:

- Fast, efficient turnaround on questions
- Vocalocity employees have gone above and beyond service expectations



"I expected to have to pay significantly more each month for the level of quality we experience. It feels like we're underpaying for the incredible value we're receiving."

– Mark Daniel, Branch Manager, Nationwide Equity

PHONE SYSTEM PROBLEMS REFLECT POORLY ON OFFICE

Nationwide Equity is a mortgage banking and brokerage firm providing clients with access to all types of loan instruments from residential to commercial to sub-prime and more. In business for 25 years, the company is expanding its reach from 11 states where it has banking operations, to all 50 states.

However, one branch office was experiencing growing pains with its office phone system. Saddled with an expensive, traditional phone system, this branch office had virtually no additional business functionality such as interoffice transfer, music on hold, and other key features it needed for efficiency and professionalism. Potential clients calling the office were being turned off by the "old fashioned" phone system and its lack of modern features.

Mark Daniel, the branch manager at the office, decided something had to be done. The top priority was to acquire a system that delivered all the professional features the branch office needed – call forwarding, auto-attendant, call transfer, and on hold music to name a few.

FINDING THE RIGHT SOLUTION AT THE RIGHT PRICE

Daniel initially pursued an on-premises PBX to gain the features large corporations have, but the upfront cost was too prohibitive. That's when Daniel turned to hosted voice over IP (VoIP) as a lower cost alternative and began to search out a service that offered the features his business required.

The first hosted VoIP service he selected seemed to match all his requirements, but unfortunately could not deliver on its promises. While the branch office had access to more advanced features with the new service, the system made it difficult to actually use them. Worse yet, the call quality was poor, with calls being dropped or customers not being able to hear the Nationwide Equity employees very well. Again, something needed to be done.

VOCALOCITYPBX DELIVERS ENTERPRISE QUALITY AND FEATURES

Convinced that hosted VoIP was the right direction, Daniel set out to find a better service provider. With its enterprise-class VoIP service and industry-leading feature set, VocalocityPBX was the answer to Nationwide Equity's problems. Vocalocity is the leading innovator of VoIP for small business, with unmatched value, ease-of-use, and plug-n-play installation.

Getting started was easy. "When I got the phones, I connected them and everything just worked immediately," said Daniel. The Nationwide Equity staff is extremely happy with the VocalocityPBX solution in every aspect: value, quality, features, and customer service.



"I hope Vocalocity never changes. We're saving a great deal of money and working significantly better at the same time."

– Mark Daniel, Branch Manager, Nationwide Equity

FLAT RATE PRICING MAKES BUSINESS EXPENSE PREDICTABLE

One of the biggest benefits Daniel sees with Vocalocity is the flat-rate pricing. This is especially true for the 800 number service, which wasn't economically feasible for the office before Vocalocity. The branch office now markets its 800 number to make it easy for clients and prospects to contact them from anywhere in the country. "With flat rate 800 number pricing, I get an enhanced image with my customers, but don't have to worry when we're on the phone with someone how much the call is costing us," said Daniel.

EXCEPTIONAL QUALITY AT A REASONABLE PRICE

With VocalocityPBX, calls are clear and crisp, with no sudden drops or loss of quality. "Customers can't tell whether we're speaking to them on VoIP or a regular phone line and that's the way it should be," added Daniel. "I expected to have to pay significantly more each month for the level of quality we experience. It feels like we're underpaying for the incredible value we're receiving," explained Daniel.

BIG COMPANY FEATURES ARE A HIT

From on-hold music to voicemail via e-mail, the Nationwide Equity branch office is taking full advantage of the professional, yet easy-to-use phone system features within VocalocityPBX. For instance, compared to the previous system, interoffice call transferring is a one-button, instant operation. "The old system was complicated and took too long, leaving you to wonder if the call was actually going through. With VocalocityPBX it's easy and you don't have to worry," added Daniel.

CUSTOMER SERVICE IS "SECOND TO NONE"

Another major benefit for Nationwide Equity has been the excellent customer service the branch office has received from Vocalocity. "The service is really second to none. For example, the other day I called with what I thought might be a technical problem. I got a call-back within three minutes that solved my problem on the spot," said Daniel.

READY TO EXPAND

With all the positive experiences with VocalocityPBX, Daniel is preparing to add additional capacity with five new extensions to support his branch's expansion and a move to new office space. With VocalocityPBX, he can exactly plan his phone expenses while ensuring high-quality, professional service to Nationwide Equity's customers.

© 2007 Vocalocity. All rights reserved.



"Customers can't tell whether we're speaking to them on VoIP or a regular phone line and that's the way it should be."