



Complete Computers expands its service offering and customer base with a superior, cost-effective hosted voice solution, doubling its own business growth.

Challenges

Complete Computers was founded in 1987, and during the past 15 years, David Spears and the team at Complete Computers have progressively added voice solutions to their professional technology service offerings to give their customers additional professional services with local support. When COVID-19 came, his clients' needs shifted from on-premise SIP trunk solutions which restricted customers to their offices in favor of cloud-based voice systems that could be accessed from anywhere with a reliable internet connection for true mobility. Spears sought a solution that would provide his clients with the same enterprise-level voice technologies as national industry players while empowering his local team to continue to deliver top-tier customer service. Uptime, resiliency, and failover were priorities.

"In the past, I considered provisioning UCaaS services in-house since we own and operate a lot of other services from our own data center, while also researching different offerings from online providers," says Spears. "When I thought about support, time to market, development, redundancy, and the skill sets required, I decided it would be more efficient and cost-effective to partner with an established provider who could bring those to the table."

Complete Computers worked with a hosted UCaaS service provider in 2019, but by mid-2022, they had outgrown its infrastructure, design, and recoverability. It also lacked fundamental capabilities to handle MFA, required vFax features, and other requirements that many Complete Computers customers required.

Overview

- **Client:** Complete Computers
- **Sites:** Batesville, Mississippi region
- **Solution:**
 - ✓ Hosted Voice
 - ✓ SIP Trunking
 - ✓ Virtual Receptionist
 - ✓ vFax
 - ✓ QoS Monitor
 - ✓ Dedicated SkySwitch customer care representative





Solution

Complete Computers added SkySwitch to its portfolio in 2022. Through the platform, Complete Computers continues to be their clients' expert outsourced IT service while providing a superior, scalable voice solution through their white-label brand, ccVoice. SkySwitch resellers aren't limited to pre-packaged solutions bundles, so Complete Computers can deliver solutions that align with their customers' needs.

"We've been in business 36 years and have long-standing relationships with our customers who are often our neighbors and friends; they trust us," Spears says. "No one wants to deal with multiple providers or buy what they don't need, so it helps that we can offer tailored telecom solutions and expert local support all under one roof. We don't overwhelm them with every UCaaS feature. If customers say, 'You know what would be nice?' We can then say, 'We can help you with that.' Word of mouth spreads, and soon other businesses are interested in our product, too."

"The SkySwitch UCaaS platform has allowed us to achieve faster time to market, provide customized solutions, and depend on a full geo-redundant datacenter configuration. It has given us the push and leverage we needed to take our business to the next level."

With hosted voice, Spears helps clients shift their telecom expenditures from pricey and unpredictable capital expenses to a more affordable, fixed operating expense. Customers pay less on a simplified subscription basis and only for what they need, while keeping their established phones and numbers.

Complete Computer technicians go onsite to assess the customer's business and return if needed, but 90% of support, including monitoring customers' systems, add/remove/changes, and forecasting scheduled maintenance, can be accomplished remotely on the SkySwitch platform. With SkySwitch automated alerts, Spears' team can proactively warn customers about system updates, or troubleshoot outages for superior service. "It makes all the difference, as customers don't have to call us with a problem," Spears says.

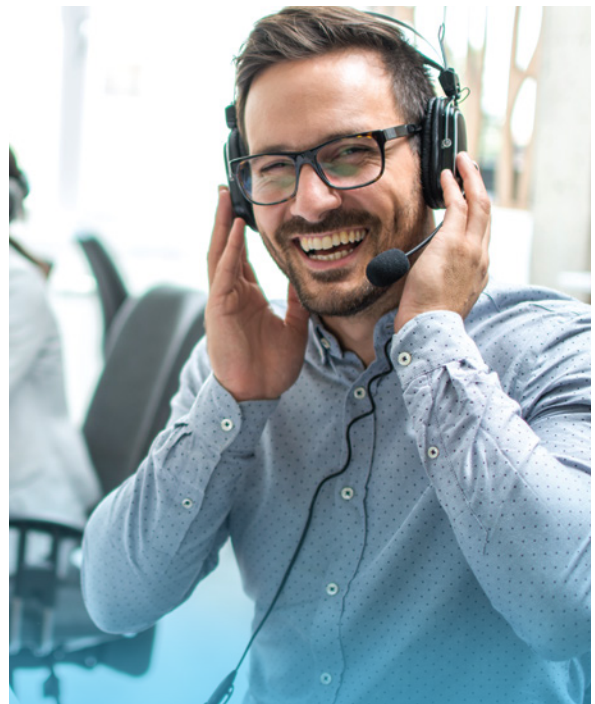
On the back end, SkySwitch supercharged ccVoice's security and resiliency with nationwide GL nodes and SOCs and helped them achieve full HIPAA and MFA compliance requirements for their clients who handle sensitive information. "Our customers have a very positive perception of us as a company because of how SkySwitch has built their offering," Spears says.

"Since we began offering UCaaS, we've doubled our gross Voice income – a 100% increase."



Benefits

Diversifying their product offerings has empowered Complete Computers to act as a full-service provider, and word is spreading; businesses that used to only contract Complete Computers for IT support are now requesting quotes for voice, too. SkySwitch's platform has also freed Spears to focus on growth. Instead of only one person selling and configuring SIP trunks, the UCaaS platform has enabled 4-5 technicians to work and sell independently since they have equal access to the same resources and functionality.



Complete Computers has a dedicated SkySwitch account and support representative ready to answer questions and troubleshoot more complicated issues. SkySwitch's 24/7 support model allows Complete Computers to respond to their clients promptly. "What sets SkySwitch apart from other providers I've worked with is their transparency and support," says Spears. "They help me solve issues quickly so I can be responsive and effective. We didn't have that with other providers."

In a small town, reputation matters, and taking care of each other is built into their DNA. "Having a diverse skill set has enabled us to be a full-service provider with customized solutions versus just a hosted voice reseller," says Spears. "I can honestly say that our success is primarily due to our relationship with SkySwitch and BCM One. They are a pleasure to work with, and there's a sense of gratitude and trust between us. They've always been very responsive, transparent, and knowledgeable."

