



VTi Communications: Ready to Grow, Thanks to SkySwitch's Headache-Free Reliability

Problem

Growing communications services company, VTi, was spending hours each week troubleshooting customer support tickets due to a provider with unreliable service and an unattentive help desk. In order to grow and properly market their services to obtain new customers, VTi needed a provider with both reliable service and support.

Solution

Migrating customers to SkySwitch's reliable, geo-redundant cloud communications platform.

Results

VTi's customers that were migrated to SkySwitch's platform experienced zero disruption and downtime. With a drastic decrease in customer support tickets, the easy-to-manage SkySwitch platform and SkySwitch's speedy support team, the VTi team is now ready to launch a marketing campaign and grow their business..



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It's a common problem: Urgent tasks draining resources from important strategic goals.

VTi Communications, the Georgia IT services company spinoff that grew quickly just by word-of-mouth, wanted to establish a larger market presence. But with a legacy provider whose network was frequently down and whose support services were lackluster, VTI had its hands full just staying on top of the customer problems.

The company started as a business unit of NTi Networks, a leading IT support services company in the Metro Atlanta Area for more than two decades. NTi early recognized that expanding into voice services was a logical move, as clients sought to integrate data and voice, and launched VTI Communications in 2008.

VTI's core business is serving small to midsize businesses — many of them attorneys and medical offices with stringent requirements for reliability and security, ranging anywhere from one or two lines to 15 to 20 lines.



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Halted Growth Due to An Unreliable Supplier

VTi was enjoying acceptable growth with word-of-mouth marketing, but wanted to raise the company's profile and expand its market. To do that, they needed to free up resources that were tied up by the customer service headaches created by their former supplier's frequent outages and poor service.

“That system was going down every other week,” says VTI Technician Megan Ehmen. “I was the one who had to call customers when systems went down. Managing these outages was eating up the time that we wanted to use for business development.”

Customer support was a time sink, too. “We couldn't get a same day response unless I called them,” Ehmen says, “and then they often referred me to FAQs or out-of-date service notes on the website.”



Choosing and Implementing a High-Reliability Replacement

SkySwitch already had VTI's attention and the company planned to go to SkySwitch's annual conference, Vectors. "The key thing about SkySwitch was geo-redundant servers," says Ehmen. "It sounded like this backup was far more reliable than what our current supplier had."

VTi made the decision to replace its platform provider with SkySwitch in late 2018 and became their own first customer.

"We decided that the best way to learn the system was to implement it in our own business," says Ehmen. After porting both of the company's business units to SkySwitch, VTI immediately migrated about half of its communications clients without a hitch.

"We were able to port customers to the SkySwitch platform without them even realizing that we had a new supplier," says Ehmen. "It wasn't a dislocation for them. It was just an update."

Goodbye to Support Headaches

Thanks to SkySwitch, the support desk at VTI is a much happier place these days.

"We have never had any complaints from the customers we moved over or from any new clients," says Ehmen. "The quality of service is so much better for our customers."

"We rarely have trouble tickets," she continues. "Maybe one or two a month. With SkySwitch, we send in a ticket via email and have a response within an hour. They're very dedicated to having an answer for you."

The Vectors conference is also extremely valuable for VTI, says Ehmen. "People share a lot of helpful information about implementing and managing SkySwitch. I've been able to personally meet everyone that helps me with customer questions and problems."

VTi's return on their SkySwitch investment is measured in happier clients and more efficient operations. Although per-customer revenue is the same, return is higher because customer support takes less time and effort. "We would even be willing to pay more for better service and make a little less," says Ehmen.

"It's costly to have people down every week — for them and for us. Now we're delivering a better product to customers at the same price they were paying before."



Serving Customers Better During A Pandemic

Like other businesses, VTi was challenged by the Covid-19 pandemic. SkySwitch enabled the company to continue to do business and keep its customers doing business.

“Clients can just unplug a phone and move it as long as they let us know,” Ehmen says. “It’s very good for them to be able to work anywhere.”

Whether clients want to take their office phones home or forward calls to mobile phones, SkySwitch makes it easy to present a professional “face” wherever they are.

“We were able to move everyone over without leaving home,” says Ehmen. “It would have been much harder to do that with our previous supplier because the phones had to be manually programmed.”

Because it’s easy to bring new customers on board, VTi has also been able to help restaurants quickly get up and running with new phone systems to handle unprecedented call volumes from the sudden growth of takeout ordering.

In fact, SkySwitch’s adaptability even let VTi help businesses that aren’t customers. One IT client who isn’t a phone customer is now able to answer and place calls using the ReachUC app by forwarding all their calls through VTi, reports Ehmen.

Full Steam Ahead for Growth

With staff freed from constant support problems, now VTi can focus on business development.

“We have more time to focus on maintaining and growing the business instead of handling trouble tickets,” says Ehmen. “We have a very streamlined operation, and now we can use our resources most efficiently.”

As customer needs evolve, VTi doesn’t have to take time from business development figuring out workarounds or asking for new features, adds Ehmen. “Any time I want something, SkySwitch is making it before I ask for it.”