



## Case Study

### VTi Communications

# VTi Communications Gets Ready To Grow, Thanks to SkySwitch's Headache-Free Reliability

## Challenge

NTi Networks, a leading IT support services company in the metro Atlanta area for more than two decades, recognized early that expanding into voice services was a logical move, as clients sought to integrate data and voice. They launched VTi Communications in 2008 to serve small to midsize businesses—many of them attorneys and medical offices with stringent requirements for reliability and security—with anywhere from one or two lines up to 15 to 20 lines.

VTi was enjoying acceptable growth with word-of-mouth marketing, but wanted to raise the company's profile and expand its market. However, they had a legacy provider whose network was frequently down and whose support services were lackluster. "That system was going down every other week," said 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 "We couldn't get a same-day response unless I called them," Ehmen said, "and then they often referred me to FAQs or out-of-date service notes on the website."

To grow, the company needed to free up resources that were tied up by the customer service headaches created by the former supplier's frequent outages and poor service.

## Solution

SkySwitch already had VTi's attention. In fact, the company planned to attend SkySwitch's annual conference, Vectors. "The key thing about SkySwitch was geo-redundant servers," said 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," said 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," said Ehmen. "It wasn't a dislocation for them. It was just an update."

### Challenge:

Legacy provider with unreliable service and an inattentive help desk was standing the way of company growth

### Key SkySwitch features leveraged:

- Geo-redundant service
- Easy migration and new customer onboarding
- Mobility
- ReachUC mobile app
- SkySwitch support team
- Vectors conference

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– **Megan Ehmen**

Technician at VTi Communications



## Benefits

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. The quality of service is so much better for our customers,” said Ehmen. “We rarely have trouble tickets,” she continued. “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.” 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,” said 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.”

When the COVID-19 pandemic hit, VTi, like so many other businesses, was challenged. Thanks to SkySwitch, however, the company was able to continue doing business and keep its customers doing business. “Clients can just unplug a phone and move it as long as they let us know,” Ehmen said. “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,” said Ehmen. “It would have been much harder to do that with our previous supplier because the phones had to be manually programmed.” And because it’s easy to bring new customers on board, VTi was 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 weren’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, reported Ehmen.

With staff freed from constant support problems, VTi can focus on business development. “We have more time to focus on maintaining and growing the business instead of handling trouble tickets,” said Ehmen. “We have a very streamlined operation, and now we can use our resources most efficiently.” And as customer needs evolve, VTi doesn’t have to take time from business development to figure out workarounds or ask for new features, added Ehmen. “Any time I want something, SkySwitch is making it before I ask for it.”

The Vectors conference is also extremely valuable for VTi. “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.”