



## Broadvoice plugs communication holes for American Leak Detection

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Steven Warren,  
Technology  
Systems Analyst,  
American Leak Detection



While growing up, Richard B. Rennick worked for his father's plumbing company where he helped locate water leaks in pipes buried under concrete slabs using a 6-pound maul and chisel. The task was tedious and time-consuming, and always left a mess for the homeowner. After years of detecting leaks using this technique, he was convinced there was a better way. So, he teamed with an equipment specialist and, after much trial and error, developed extremely sensitive electronic tools to detect leaks, and American Leak Detection was born.

Years later, after American Leak Detection grew into a global provider of water and gas leak detection and repair services, company management was searching for an entirely different kind of technology: a communications solution that could help streamline operations and customer interactions as well as support growth initiatives. Collectively,

the company's 10 offices used a variety of telecom service providers and phone systems before turning to Broadvoice.

### Challenge

After narrowing options to three potential cloud service providers, management at American Leak Detection determined Broadvoice's b-hive platform was the best fit. It's an award-winning solution that integrates powerful cloud PBX, UC, collaboration and virtual call center features in one platform that's connected to Broadvoice's secure, redundant network and hosting infrastructure. The platform delivers a range of communications capabilities that are rarely found together in enterprise cloud solutions, let alone one designed for small and medium businesses (SMBs).

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analytics, historical call statistics and key performance indicators (KPIs), such as speed of answer, average call duration and call abandonment rates. That kind of information is really helpful when assessing the customer journey and experience, and how to improve it.

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Warren and his colleagues implemented Broadvoice b-hive across its locations, collaborating with Broadvoice’s team to set up phones and call flow strategies. Each location was up and running in a matter of days once the local phone numbers were ported.

### Solution

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### Results

With Broadvoice b-hive, American Leak Detection now has a unified communications solution with virtual call center features at all 10 corporate locations, giving office supervisors the ability to redirect call flow and have it backed up by another office with little more than a keystroke. The solution also has helped the company better manage call volumes, improve customer service and more easily grow and add locations, according to Warren.

“Broadvoice has given us one unified system that makes it so much easier to do business and grow,” he said. “We can track down calls or call issues and mitigate them quickly. We run automated weekly or bi-weekly reports and also pull reports spontaneously that give us visibility into the ebb and flow of call traffic, customer experiences and how our reps are performing. It’s made a tremendous difference for our organization. In Broadvoice we found a diamond in the rough.”