Mastering VoIP

Case Study: Nationwide VoIP Deployment
with Salesforce Integration

Easy as 1, 2, 3...**www.simplicityvoip.net**

A nationwide vocational education group, made up of the Aviation Institute of Maintenance, Centura College and Tidewater Tech, has modernized its communications and revolutionized its ability to serve students and drive admissions, thanks to a powerful digital transformation with Simplicity VoIP at its heart.

The Company:
The consortium of vocational schools is focused on adult education in a range of skilled trade areas, including advanced aircraft maintenance, automotive, building maintenance and repair, HVAC, health-tech services and more. It has 20 locations across the country, and more than 300 employees working in campus-staff roles. It also has 170 admissions personnel, tasked with making outbound calls and prospecting for new students.

The Need:
The company's own internal operations had no advanced voice communications; and, there was no customer relationship management (CRM) system.

The colleges were instead largely using a paper-based system for all of its staff, and its aging copper-based phone system and a lack of centralized information management was making it difficult to drive collaboration and efficiencies. To make notes for example, admissions reps had to open up a separate database and update it. Many tasks were tracked in separate Excel spreadsheets.

In all, the group was using around 30 different manual tools to keep track of its admissions success and student information. They wanted to consolidate and standardize this sprawl into one, flexible and straightforward system.

A particular issue was the fact that managers across the Aviation Institute of Maintenance, Tidewater Tech and Centura College had no way to log, analyze and optimize the admissions staff's interactions with current, former and prospective students. The organization needed a way to look at the number of phone calls that admissions reps were making, how many of those calls connected, how many were inbound vs. outbound, how long the calls were, and other data.

"Everything we did prior to this transition was independent and manual... wanted to make it more efficient & consolidated"

1

The Solution — Simplicity VoIP

To boost productivity and collaboration, and help its admissions staff increase its enrollment, the schools turned to a flexible, intuitive and fully featured voice-over-IP (VoIP) phone service from Simplicity implemented along with a greenfield deployment of Salesforce.com CRM for those working in admissions.

CrossPeak Solutions, a Salesforce.com integrator, performed the CRM implementation; and Tenfold, a VAR, performed a rich integration between Simplicity and Salesforce.com and installed a feature-laden computer-telephony integration (CTI) platform.

Employees also adopted the Simplicity mobile app - Simplicity*GO*, which became a core success story for the schools as the coronavirus pandemic forced its employees to do their jobs remotely from home.

The joint platform was introduced at the Aviation Institute of Maintenance, Centura College and Tidewater Tech annual conference in January 2020, after which rollouts commenced, with five locations going live at a time. The transition, according to the school's project management, was "almost flawless."

"We needed a VoIP partner who could deliver at a reasonable cost and help coordinate the integration between the VoIP and the CRM"

2

The Outcome

"Simplicity's agility and flexibility, and the capability to tailor our platform to the colleges' business needs"

Simplicity's ability to integrate PBX features with Salesforce.com was a gamechanger for educational consortium.

Tenfold's CTI brings together Simplicity and Salesforce.com with other communications channels, so that admissions reps can see information from different systems at the point of interaction. For instance, when a contact with a prospect is made, a screen-pop will appear on the rep's screen with relevant information about previous conversations that the staff may have had with the caller – including via channels such as Facebook or Twitter, texting or messaging app.

Simplicity also performs automatic data capture and reporting on calling activity via the CTI; the system captures relevant data points from a given conversation and packages it into data logs for the schools' leadership team. The logs show how many inbound and outbound calls a rep has handled, how long a call was, and whether it connected with someone on the other end, among other information. Simplicity offers an easy, user-friendly, Windows-based system, making it easy for managers to put together a variety of tailored analytics reports.

Simplicity's quality-assurance features have also been important for the Aviation Institute of Maintenance, Centura College and Tidewater Tech's efforts to drive admissions. Managers can listen into calls for call quality, or they can easily be brought in to give information and answer questions. There are also functions where a manager can make suggestions to the rep, which the person on other end of the call can't hear. In addition, a manager can take over the phone call, mute the employee and make corrections if need be.

3

Why Simplicity

A Flexible and Customizable Approach — Simplicity was able to customize the deployment for the Aviation Institute of Maintenance, Centura College and Tidewater Tech's unique needs, combining hosted PBX features with Salesforce.com via APIs and the CTI system.

Seamless Multisite Deployment — Our process for pre-provisioning account information collection was an essential key to success for the school. While multisite deployment scheduling and multiple party coordination is challenging – because Simplicity is nimble and flexible, and brought a dedicated team to the project, multiparty coordination was flawless and any shifts in deployment schedule were accommodated.

Customer Service — Simplicity implemented special project designation and cross-department support on the front end for the schools. It first leveraged a team of support personnel that provided emailed materials, conducted webinars, and provided onsite support and training. It also conducted weekly conference calls, where users could call in and ask questions. According to the consortium's IT team, "They were quite popular, and we've had almost no service calls as a result."

Post-implementation, on an ongoing basis, the schools' users also have 24/7 Client Services department access, the ability to tap sales engineering help and access to marketing resources.

Cost-Effective — Simplicity offers a transparent and competitive price point, in a consistent hosted VoIP model.

Mobile App — For no additional cost, utilizing the Simplicity*GO* mobile app, any Simplicity user can work from home with all of the calling features they would enjoy at the office. Employees simply use their own work phone number for inbound calling, and calls can ring to cell phones or a home line. For the colleges, this allowed the company to seamlessly transition to a remote work force and protect vulnerable employees in the midst of the coronavirus pandemic.

Future-Proof — Simplicity VoIP, through its Simplicity*Link* offering, partners with several integration companies to offer tailored and customized integrations to our platform. This offers immense flexibility for extending the communications system down the line.

Want to migrate your business to the cloud?

Click Here to Start!

To learn more about how switching to VoIP can help you become more
efficient and profitable, contact us at **804-412-7283**
or by email: **info@simplicityvoip.net**.