

## CASE STUDY:



PanTerra Networks  
4655 Old Ironsides  
Suite 300  
Santa Clara, CA 95054

Updated January 2017

## COMPANY PROFILE

---

*Franchises –*

- *Franchisee #1: Nancy Perry, Owner of Five Sylvan Learning Centers*
- *Franchisee #2: Dave Smith, Owner of Two Sylvan Learning Centers*
- *Franchisee #3: Mark King and His Wife, Owners of a Single Sylvan Learning Center*

*Location: Various*

*Phone: Various*

Sylvan is providing the most advanced and innovative approach to supplemental education in the industry. By expanding to enrichment through our STEM based product line, and assisting students from ages 4.5 up through college; we've been leading the way in personalized instruction for more than 3 decades. Our sizable program mix and modular curriculum allow franchisees to deliver services through parent pay and institutional contract opportunities.

## SITUATION

---

Franchisee #1: Nancy Perry, owner of five Sylvan Learning Centers throughout Ft. Myers, Florida had independent voice systems at each location consisting of outdated premise based systems and costly POTs lines. Her biggest concern was her monthly phone bill across the businesses. Additionally, the offices operated independently and require her constant physical involvement in day to day business.

Franchisee #2: Dave Smith, owner of two Sylvan Learning Centers located in Washington State had a combination of outdated phone systems and disparate carriers with interoffice calling costing them on their phone bills. Dave also wanted to optimize employees and operations to share responsibilities while keeping both locations open but couldn't achieve that with his existing solution. Dave felt expanding his hours would grow the business but wanted to do it with call routing across existing employees instead of adding additional overhead to deal with afterhours calls. Finally, Dave is very tech savvy and wanted a system he could administer on his own to implement new ideas to improve the customer experience.

Franchisee #3: Mark King and his wife, owners of a single Sylvan Learning Center, wanted more flexibility to work from home while raising a small infant. They also wanted a more professional and larger customer sounding experience for customers calling. They also felt they missed too many phone calls using traditional phone services while working from home and also requiring extra attempts in returning calls in the evenings to reach customers instead of answering calls to best service their customers. Messages were left, calls would be transferred between home and office and costs were compounding while customer experience suffered. There was a conflict of personal and business lives due to technology constraints.

## CHALLENGES

---

- Reliable access between locations
- Cost-effective solution
- Outdated phone system
- Connecting locations and employees
- After hours call handling
- Flexibility for a home-based business
- Professional-sounding business with broad-reaching capabilities
- Missed messages, customer service, personal life vs business life

## SOLUTION

---

Franchisee #1: After implementing PanTerra's solution, her customers could reach her at any office and be seamlessly transferred to other offices. Employees were able to call across all locations by extensions with a unified dialing plan, and Streams Instant Messaging across all locations reducing costly time of reviewing missed calls, voicemail, emails requiring multiple attempts to reach customer. When employees move between offices including their homes, the phones and instant messaging systems were the same. Nancy works from home without incurring additional local and cell phone charges and with the additional benefit of keeping all her business voicemails and emails centralized.

Franchisee #2: After implementing PanTerra, Dave used a single auto attendant for both centers reducing employee overhead to answer and transfer calls and also decreased customer wait time. Calls were delivered to the appropriate person and team immediately. Dave's employees are now reached on a single number across both locations, and employees can call each other via extension dialing. Specialized employees are grouped together and now share a common number with a common voicemail. By using Streams Instant Messaging, response times to questions are dramatically improved and when out of the office, Dave gets text messages converted to SMS for constant contact. Streams enabled Dave to develop special call routing to increase service during off-hours across employees, Streams can send customer voicemails via email to a group of after-hour's people for the quickest response. Dave also has complete administrative control for all Streams communications through a browser interface allowing him to control Streams from anywhere, anytime with the additional confidence of being able to call, instant message or email ACS, ISN Technologies or PanTerra 24x7x365 for a guaranteed 30 second response time.

Franchisee #3: After implementing PanTerra the Kings' were able to address both business and professional goals with PanTerra's flexible solution. They utilized an auto attendant with ring groups for different departments giving their Sylvan Center a more professional and larger appearance. They were both able to incorporate home schedules in with no impact to business with multiple phones per each extension and find me follow me rules. Between home and office both utilized mobile message and find me follow me to be reached staying in constant contact and utilized Streams Instant message to ensure calls were addressed they relied on Streams' powerful voicemail or auto attendant to manage missed calls.

## BENEFITS

---

Franchisee #1: After deploying PanTerra, she was able to realize a monthly savings of \$747/month, which equated to \$8,965 annually or a whopping \$26,895 over 36 months in business phone bills alone, while improving several other business objectives.

Franchisee #2: Deploying PanTerra's solution saved David over \$360 a month in phone bills alone which equates to \$4,320 saved annually and close to \$13,000 of savings over 3 years. Dave was also able to implement several business process and customer satisfaction initiatives not available to him prior to PanTerra's solution. The future looks bright for David's business and his customers.

Franchisee #3: After implementing PanTerra's solution the King's saved \$204 a month, \$2,457 annually, and forecast savings of \$7,370 over 36 months on office communications alone not including home and cell phone bill reductions. They no longer have a conflict of professional and personal goals and they have been able to increase customer satisfaction, call completions and operational efficiencies.

Final Note: Companies consisting of 5 locations traditionally see a monthly savings ranging from \$625-\$1,000s, with an average savings per location ranging from of \$125-\$200 on business voice lines. Organizations can forecast voice savings per user ranging from \$15 - \$80 per month, incorporate secure instant messaging, mobile text messaging and emails under a single operations umbrella and see customer satisfaction improve dramatically. Additionally, with Streams businesses are able to unite employees for a better customer experience and cut wasted overhead costs.