

# Case Study: Nationwide Equity

Vocalocity Lends a Big Company Presence to Mortgage Bank Branch Office



## CHALLENGE

Replace old-fashioned, expensive phone system with a professional, advanced phone system at an affordable price.

## SOLUTION

VocalocityPBX, a hosted PBX voice communications solution.

I expected to have to pay significantly more each month for the level of quality we experience. It feels like we're underpaying for the incredible value we're receiving.

-- Mark Daniel, Branch Manager, Nationwide Equity

## BENEFITS

- Easy-to-use, advanced features project professional, large company image to potential customers
- Provides flat rate 800 number service that enhances company image at low, fixed cost
- Delivers excellent VoIP call quality and reliability

### **Phone System Problems Reflect Poorly On Office**

Nationwide Equity is a mortgage banking and brokerage firm providing clients with access to all types of loan instruments from residential to commercial to sub-prime and more. In business for 25 years, the company is expanding its reach from 11 states where it has banking operations, to all 50 states.

However, one branch office was experiencing growing pains with its office phone system. Saddled with an expensive, traditional phone system, this branch office had virtually no additional business functionality such as interoffice transfer, music on hold, and other key features it needed for efficiency and professionalism. Potential clients calling the office were being turned off by the "old fashioned" phone system and its lack of modern features.



Mark Daniel, the branch manager at the office, decided something had to be done. The top priority was to acquire a system that delivered all the professional features the branch office needed – call forwarding, auto-attendant, call transfer, and on hold music to name a few.

### **Finding The Right Solution At The Right Price**

Daniel initially pursued an on-premises PBX to gain the features large corporations have, but the upfront cost was too prohibitive. That's when Daniel turned to hosted voice over IP (VoIP) as a lower cost alternative and began to search out a service that offered the features his business required.

The first hosted VoIP service he selected seemed to match all his requirements, but unfortunately could not deliver on its promises. While the branch office had access to more advanced features with the new service, the system made it difficult to actually use them. Worse yet, the call quality was poor, with calls being dropped or customers not being able to hear the Nationwide Equity employees very well. Again, something needed to be done.

### **Vocalcitypbx delivers enterprise quality and features**

Convinced that hosted VoIP was the right direction, Daniel set out to find a better service provider. With its enterprise-class VoIP service and industry-leading feature set, VocalcityPBX was the answer to Nationwide Equity's problems. Vocalcity is the leading innovator of VoIP for small business, with unmatched value, ease-of-use, and plug-n-play installation.

Getting started was easy. "When I got the phones, I connected them and everything just worked immediately," said Daniel. The Nationwide Equity staff is extremely happy with the VocalcityPBX solution in every aspect: value, quality, features, and customer service.

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I hope Vocalcity never changes. We're saving a great deal of money and working significantly better at the same time.

-- Mark Daniel, Branch Manager, Nationwide Equity