

Channel Partners

There are many choices and opportunities for channel partners (ISPs, MSPs, VARs, resellers) in today's technology landscape. Companies developing and distributing VoIP phone systems are literally coming out of the woodwork. And while the basic features across the board are similar, each company also offers some unique features and services meant to set them apart from the rest. Nothing is stopping them from selling multiple products, but choosing just one that has all that they need in terms of features and integration can streamline their business processes and pave a clean road to success. For 1Wire, Vodia is that one.

1Wire

1Wire is a Murray, UT based telecommunication company whose core mission is to create value for their customers. They deliver simple to use technology, real-time support, and cost effective solutions that keep businesses running smoothly.. Their goal has always been a simple one: to deliver cutting-edge telecommunications products and services, better than anyone in the communities they serve, to all businesses affordably. Their focus is on delivering technology to businesses that allows for more efficient and effective communication with customers.

Challenges

One customer with about 70 extensions spread over 10 locations was facing challenges with their current provider. Constant "tinkering" with the system was costing hundreds of dollars per month. A lack of reporting and call recording capabilities, and a not so intuitive web interface left them with no metrics to understand their calling patterns, and a disgruntled workforce who were finding that the interface was actually slowing productivity.

How 1Wire Helped:

Ease of Operation

1Wire brought a demo phone for them to test on their network and "Buttons worked, web interface was obviously easier than the one we were using...and it worked inside of 3 minutes... The ease of operation on the setup ended up being a huge validation point." That combined with being able to repurpose their Polycom phones and their server that was running the old phone software made it relatively seamless, and an extremely low capital expense to get started.

Custom Reporting and Call Recording

1Wire was also able to offer them their custom reporting tool. That combined with call recording and monitoring has given them the metrics and the tools they need to measure their success. Hiring decisions are justified by the reports. New employees are able to become proficient in almost $\frac{1}{3}$ the time by listening to both sides of the call. And the call recording has already helped resolve disputes and presented opportunities for coaching and confirmation of what is actually being said. While the specific impact is hard to quantify with no previous reporting, this customer noticed a 20% increase in appointment bookings in the first 60 days.

Consulting Business Partner

The rock solid phone system along with the value added by 1Wire was a win-win all the way around. In the words of the customer, "Their customer references created our interest. The demo phone then showed us what was possible. However, their willingness to sit down and understand our challenges and then make adjustments along the way proves they are more than just a provider. We look at them just like a business partner and they treat us this way as well."

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