



Case Study

Broadview's Exemplary Support and Intuitive UC Offering Makes Selling Easy for Agents

BACKGROUND

NTConnections is a full-service business technology company based in the D.C. metro area, who offers a broad range of world-class solutions to provide its clients with comprehensive technology and information services, from strategic planning to network implementation, systems operation and continued support.

CHALLENGE

NTConnections was looking to offer its customers an affordable and intuitive unified communications solution that was both easy to sell and support.

SOLUTION

The solution for NTConnections is Broadview Networks' 100 percent, cloud-based unified communications solution, OfficeSuite® Phone, which features unlimited calling, advanced phone features, video, audio and web conferencing and toll-free, all for no capital expense. "OfficeSuite® is an easy product to sell because our customers get a complete unified communications system without having to pay for it. Other providers offer unified communications, but they are very expensive and not as intuitive, which makes them more difficult to sell," stated Paul Summers, Vice President of Sales, NTConnections.

NTConnections has found the solution extremely easy to use being a customer themselves and recommending it to their customers. "OfficeSuite® is a very intuitive product. It's really easy for our customers to understand and there is a nice portfolio of offerings to choose from, which makes it easy for us to sell," said Summers.

COMPANY PROFILE

Name: NTConnections

Service: Complete business communications services

Location: D.C. Metro Area

Challenge: NTConnections was looking to offer its customers an affordable and intuitive unified communications solution that was both easy to sell and support.



"OfficeSuite® is a very intuitive product. It's really easy for our customers to understand and there is a nice portfolio of offerings to choose from, which makes it easy for us to sell"

Paul Summers
Vice President of Sales, NTConnections

“We pretty much have a 100% close rate when Broadview demonstrates their product.”

RESULT

Since adding OfficeSuite® Phone to its product portfolio, NTConnections boasts an impressive 100% close rate. “We offer a consultative approach and show our customers multiple vendors, however Broadview almost always wins. We pretty much have a 100% close rate when Broadview demonstrates their product,” said Summers. Success has been fast and ongoing for NTConnections. “We closed thousands in recurring revenue with Broadview in the last 90 days, so we’ve been really busy,” explained Summers.

NTConnections attributes its success to the quality of service and support that Broadview provides to its agents. “Nothing in telecom is perfect. It’s about how providers respond when things go wrong that makes a provider strong. And, with Broadview, we have a dedicated team that really takes care of us. Having such a good support team in place, makes our job easier so we can focus on selling,” stated Summers.

“Nothing in telecom is perfect. It’s about how providers respond when things go wrong that makes a provider strong. And, with Broadview, we have a dedicated team that really takes care of us. Having such a good support team in place, makes our job easier so we can focus on selling”

Paul Summers
Vice President of Sales,
NTConnections