

## Prime Telecommunications Differentiates Its Business and Provides Quality Pre and Post Implementation Support Thanks to Broadview's OfficeSuite® Readiness Tool

### BACKGROUND

Prime Telecommunications is a full-service business communications consultant in the Chicago metro area with more than 20 years experience. Specializing in cloud unified communications solutions, premises-based phone systems, hosted applications and backup and database management, it has assisted thousands of businesses with their communication technology needs.

### CHALLENGE

Prime Telecommunications was lacking access to a tool that provided an accurate analysis of its customer's network performance. This critical step in the sales and post-implementation process is often overlooked, leading to problems down the road. "When you do not perform a comprehensive analysis of what the bandwidth is like on a customer's network prior to implementation, you end up with problems. If you do move forward with an implementation that works initially and then you experience certain idiosyncratic problems later on, you spend a great deal of time explaining to a very irate customer why the solution you recommended didn't work," explained Vic Levinson, Founder of Prime Telecommunications. Several cloud UC providers provide access to speed tools that only reveal a small snapshot of network performance, while others charge high monthly fees for detection tools that provide an overwhelming amount of information that could not be easily interpreted or applied. The challenge for Prime Telecommunications and so many other agents was having access to a free tool that was easy to deploy, revealed a comprehensive analysis of the information they need and was easy to interpret.

### COMPANY PROFILE

**Name:** Prime Telecommunications

**Service:** Complete business communications services, including: cloud unified communications solutions, premises-based phone systems, hosted applications and backup and database management.

**Location:** Chicago Metro Area

**Challenge:** Prime Telecommunications was looking for a tool that would accurately assess its customer's network issues.



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Vic Levinson  
Founder of Prime Telecommunications

## SOLUTION

The solution to all of Prime Telecommunication's challenges has been Broadview's OfficeSuite® Readiness Tool. The OfficeSuite® Readiness Tool provides Broadview agents with the opportunity to accurately measure the attributes critical to supporting VoIP and other real-time traffic directly on a customer's internet or WAN connection. "The first time I saw the tool, it was love at first sight. The advantage of using the tool is that the results are easy to interpret by a non-technical person. I now had something I could present to my customers", said Levinson.

Broadview's OfficeSuite® Readiness Tool is a long duration VoIP simulation testing tool that accurately evaluates a customer's site capacity and needs. It accomplishes this by delivering a true Mean Opinion Score (MOS) assessment (the industry standard for determining voice quality), every 15 minutes, over a seven-day period, a total of 672 tests. The tool emulates what the actual experience would be if the new services were added to the customer's network that day and provides non-technical reports and recommendations for improved success. "We started utilizing the tool on all of our implementations, it has been fully incorporated into our process," stated Levinson. "I can literally go on for days. I love the OfficeSuite® Readiness Tool. The report recommendations are incredibly helpful and are written in an understandable, non-technical way. It is probably the most important tool that we use as a differentiator in promoting our services."

This new tool has helped to eliminate potential conflicts that Prime Telecommunications previously encountered with its customer's IT support and providers regarding network issues. "Now that we view a full diagnosis, there is no finger-pointing with existing IT consultants or bandwidth providers. It opens up the opportunity to have a non-confrontational, productive dialog with whoever the network vendor is", explained Levinson.

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*Vic Levinson*  
Founder of Prime Telecommunications



## RESULT

Prime Telecommunications has integrated the OfficeSuite® Readiness Tool into their own implementation process and has seen it as in a key way to differentiate themselves from the competition. "It has completely altered the way that we do business. It's differentiated our company and the way that we operate. It has assisted us in resolving issues we normally would have been scratching our heads about. Now, we've got conclusive results that can be acted upon," stated Levinson. There are many factors that can influence call quality, so having the ability to offer customer's effective monitoring and comprehensive analysis of their network prior to implementation has been a game-changer for Prime Telecommunications. "If agents use the tool in the right fashion, they've set themselves apart from the competition and will set themselves apart from the price discussion", explained Levinson.

In addition to its effectiveness at preventing technical issues prior to implementation, the tool provides immense benefits to agents and their customer's post implementation as well. "Another major benefits of this tool, is that it's a diagnostic tool after installation. If the customer's experiencing issues and they are not programming issues, the OfficeSuite® Readiness Tool is one of the first diagnostic tools we use to see what is happening," stated Levinson. The tool helps to determine what the issue is, whether it is a circuit issue, equipment issue, training issue or bandwidth issue. It has become a very important diagnostic tool for Prime Telecommunications. "For me as an agent, I'm no longer spending my time shooting blanks. I'm working with people that want to deal with me and other vendors that see a value in what I'm providing. I'm using a tool that is objective and offers clear and easily interpreted results. And, I'm doing all of this with a tool that was provided for me for free by one of my vendors," stated Levinson.

The OfficeSuite® Readiness Tool has provided Prime Telecommunications with the tools it needed to differentiate its business, better serve its customers, speed up implementation and ensure long-term success and profitability. "The only way to maintain customers profitably is for them to be happy, and for you to be able to quickly resolve issues when needed," explained Levinson. "This tool affords us the luxury of being able to do just that."

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