



Case Study

Prime Telecommunications Becomes Top Performing Agent After Partnering with Broadview

BACKGROUND

Since 1993, Prime Telecommunications, Inc. has been working with thousands of businesses in the Chicago metropolitan area. Prime has been an agent for master agent X4 Solutions since its inception and in 2015 Prime won the Channel Partners 2015 Cloudy Award for Cloud Innovation. Initially, working to assist small companies manage the complexity of telecommunications equipment and services, Prime has evolved into a resource for businesses to put together all of the pieces of the information technology puzzle.

With the increase in companies migrating their infrastructure to the cloud, Prime is at the forefront of offering businesses a complete spectrum of hosted applications, hosted servers, back up and disaster recovery - with 24/7 support and help desk. Providing business communications and IT services based on a business' specific needs, Prime never compromises reliability and only selects the best cloud services providers in Chicago.

CHALLENGE

Prime Telecommunications was looking to partner with a company that offers an affordable unified communications solution with advanced functionality that was both easy-to-use and install.

COMPANY PROFILE

Name: Prime Telecommunications, Inc.

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 to offer its customers an affordable unified communications solution with advanced functionality that was both easy-to-use and install.



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Founder of Prime
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SOLUTION

The solution for Prime Telecommunications was to add Broadview’s 100 percent cloud-based unified communications solution, OfficeSuite® to its product portfolio. “Our customers have been so pleased with the functionality and are really motivated by the affordable price point of OfficeSuite®,” stated Vic Levinson, Founder of Prime Telecommunications. “We love being able to come in with a great value-add.” A user-friendly interface has made OfficeSuite® extremely easy for Prime Telecommunications to train its customers. “OfficeSuite® is so easy-to-use which makes our job easy; it’s so much easier to teach someone to push a button versus having to rely on a complicated interface or star commands to complete tasks like with many other systems,” said Levinson.

RESULT

Within the first quarter of partnering with Broadview, Prime Telecommunications has become a top performing Broadview agent and helped many businesses throughout Chicago find a quality and affordable unified communications solution. “After 25 years in telecom, I have only been this excited a few times, and our partnership with Broadview is one of them,” stated Levinson. “Our customers have been so impressed with the functionality and increased flexibility that OfficeSuite® provides. The results have been amazing.”

Beyond just the quality and functionality of OfficeSuite®, Prime Telecommunications attributes its quick success to the level of transparency and efficiency that Broadview’s MyOfficeSuite Agent portal offers to agents and their customers. “The MyOfficeSuite Agent portal gives me a degree of transparency I don’t get with other providers. I can see and track exactly where projects are in the process,” explained Levinson. “This provides a distinct qualitative difference in the level of service I can provide to my customers making the transition to a new solution.” MyOfficeSuite Agent is Broadview’s online portal designed to help agents streamline account management and growth through its real-time insights, including: quick quotes, order and revenue tracking and customer satisfaction analysis tools.

In addition to the appeal and success with OfficeSuite® and the MyOfficeSuite Agent Portal, Broadview’s award-winning HD video, audio and web conferencing solution, HD Meeting, has also proved to be instrumental in closing deals. “HD Meeting is the sizzle that helps us sell. It helps us with selling to the customer at their location, as well as virtually, especially during the winter months with hazardous road conditions”, stated Levinson. “The fact that I can present and go through everything I need to without ever having to use a third-party product is really nice. HD Meeting also provides us with ability to provide a VoIP product where the IP address is completely secure, which is a real problem with many other providers.”

Prime Telecommunications has benefited so much from partnering with Broadview that it has plans to expand its partnership and grow its product portfolio. “Our commitment is to be the best advocate for our customers. When we sell a solution, we are putting our name on it and fully stand behind it. And, with Broadview, we are proud to do just that,” explained Levinson. “We are really looking forward to growing our partnership even further by becoming an implementation partner and expanding our portfolio to other Broadview products beyond OfficeSuite®,” stated Levinson.

