

An online retail company needed to reduce the cost of long distance phone calling and make managing their phone service easy.

Situation

Based in Carmel, Indiana, Chrome Battery is a provider of safe, reliable and affordable battery solutions. As an online retail website serving people nationwide, Chrome Battery fields sales calls and customer service claims on a daily basis. To accommodate the way they did business, the company made the switch to VoIP from analog phones in 2011 - but their service was lacking. Chrome Battery did not have means to manage their features and was being charged per minute for long distance calls.

“As an online company we take calls from New York, California and every state in between. Initially the rates seemed reasonable, but then the company made adjustments to their pricing structure and the costs to call became exorbitant,” said office manager Deanna Holland.

Not only was Chrome Battery being charged for long distance calling, but calls were frequently dropped, interfering with day-to-day business activities. **With poor service quality and extensions billed at more than \$35.00 per month, they decided to make the move to a new VoIP provider.**

Solution

Chrome Battery contacted Cost Effective Consulting Group [CECG] to assist them in finding the right VoIP provider to fit their business and its needs. After identifying the pitfalls of their current service provider and outlining what they wanted from a future provider, CECG recommended Sharpen.

Sharpen’s service includes unlimited local and long distance calling, a feature that Chrome Battery needed to in order to reduce cost and worry each time a long distance call was placed at their office. Additionally, call features like voicemail to email and call transferring were extremely attractive to Chrome Battery.

“Sharpen came highly recommended and was able to provide both unlimited long distance calling, as well as a web portal that made it easy to do everything from transfer a call to check voicemail,” said Holland.

With Sharpen’s highly intuitive web portal, app.Sharpencx.com, end users at Chrome Battery have the ability to manage and monitor their extensions on their own. With receptionist, Sharpen’s live call management portal, all calls get answered. Users also have the ability to easily transfer calls to other employees in the office by simply dragging and dropping the call to their profile.

Result

Now, Chrome Battery employees can manage their phone service directly from their desks, and administrators can make network wide changes with ease. Day-to-day business has improved, as calls are no longer dropped and quality of service has improved. Chrome Battery now uses feature-rich services including unlimited calling. The company saves up to \$200 per month, and reduced total cost of ownership by more than 50 percent. Today they have a phone system built for their business, allowing them to communicate more effectively with clients.

You're good. Let's get better.

Sharpen is a cloud native contact center platform that enables customer experience teams to establish a better relationship with their customers. This global platform eliminates costly on premise hardware, increases agent efficiency and makes customers happier through frictionless interactions. Sharpen is committed to building a global community of companies who believe that a happy customer is a loyal brand advocate waiting to happen. For more information about Sharpen's products and services visit sharpen.com or contact us at **855.249.3357**.

