

EFFICIENCY IS KEY TO SUCCESS IN HIGHLY COMPETITIVE MARKET

New Jersey-based promotional items manufacturer and distributor, BLUETRACK, Inc., is a major supplier of stress balls and LED promotional products. Its innovative line of lights and gadgets are used by major companies such as Disney, Boeing, and Southwest Airlines, not to mention dozens of other world famous organizations.

Driven by a goal of excellence in everything the company does, it's a leader in its market niche. However, the promotional items business is highly competitive. From major office supply companies to start-ups entering the market, the competition is fierce, requiring BLUETRACK to be diligent on managing price and quality.

To maintain its competitive edge, the CEO of BLUETRACK, Sean Glasser is constantly on the look-out for how to trim expenses. One area of concern was the high monthly costs for the 800 number phone service the company had been using. Not only were the costs high at \$500 to \$700 per month, it was difficult to plan for expenses because the service was based on the number of minutes for calls per month. Adding insult to injury was the inflexibility of the service. "We had the same recording for four years because it was so difficult to get changed," explained Glasser.

Although Glasser was satisfied with the company's current VoIP local telephone service, he wanted to see if he could find one provider that delivered both an 800 number and VoIP phone service for a combined lower cost.

VOCALOCITYPBX DELIVERS IT ALL

As Glasser searched for an alternative phone solution, he discovered Vocalocity and its hosted PBX service, which provides enterprise-class VoIP service, including 800 number support. After speaking with the staff at Vocalocity, he was confident VocalocityPBX was the ideal solution for his company. BLUETRACK purchased phones and set-up the service with Vocalocity for four extensions and an 800 number.

With VocalocityPBX, BLUETRACK now has a sophisticated, yet much easier-to-use phone system with features such as call lists, on hold with up to three lines per phone, on hold music, fax to e-mail, and easily customizable outgoing messages and greetings. Also with VocalocityPBX, there is no on site phone equipment beyond the phone and IT management needs are zero.

QUALITY EXCEEDS EXPECTATIONS

Having already used a VoIP solution for two years, Glasser's expectations were that Vocalocity would hopefully offer the same quality of service, just at a lower cost. He was very surprised to discover that the quality and reliability of service was even better with VocalocityPBX than what he had before with his previous provider.

"We're not getting complaints from customers anymore about not being able to hear us very well and other problems," explained Glasser. "Everything works perfectly!"

DRAMATIC SAVINGS

Best of all, BLUETRACK has reduced its monthly telephone costs by 77% while improving service quality, flexibility, and ease of use. BLUETRACK pays a flat, monthly rate, enabling it to better plan for expenses and invest phone system savings elsewhere in the business.

SOLID BUSINESS DECISION

Since switching to VocalocityPBX, BLUETRACK has added a vendor line for its key suppliers. The company is also looking forward to taking advantage of upcoming new features of the system as they're available – without the hassle of having to upgrade any software or hardware.

"Switching to VocalocityPBX was one of the best business decisions we made in the last 12 months. I only wished we'd switched sooner," added Glasser.

©2007 Vocalocity. All rights reserved.



"We're not getting complaints from customers anymore about not being able to hear us very well and other problems. Everything works perfectly!"

Sean Glasser, CEO, BLUETRACK, Inc.