Apex Professional Mechanical Services, Inc.

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Answering the Call for Service Quality & Reliability

Located in eastern Pennsylvania, Apex PRO Mechanical Service, Inc. has been providing residents of Berks County and the surrounding areas with HVAC, plumbing, water treatment and other mechanical services since 1984. Apex is a family-owned business with a reputation for outstanding customer service, quick response times and knowledgeable technicians. In the home service industry, an unanswered call means lost business, so Apex can't operate without reliable phone service, clear connections and full control over voice system features and functions.

Challenge: System Control and Personalization

Apex is a small business consisting of its owner as well as two office staff and four service technicians. As with most home service businesses, Apex relies heavily on its phone lines in conducting daily operations. Customers call when they need something repaired or replaced, and if they can't get through to someone, they'll likely move on to the next service provider on their list.

In the past, the office manager would leave an emergency phone number on Apex's outgoing answering machine message, and customers needing help after hours would call that emergency line. But Apex eventually found that to be an obstacle for some customers, and since technology had evolved, they decided to implement a more modern solution.

That solution was a Mitel phone system purchased from a competing provider. While Apex was happy with the Mitel system, the inability to control its features and functionality, along with the poor customer service provided by their carrier were major issues. Whenever they wanted to make a line modification, such as forwarding incoming calls to a cell phone, they would have to contact their provider to make the change. Unfortunately, they would often have to spend hours on the phone trying to reach the right person who could make the change, only to do it all over again when they wanted to turn off call forwarding.

The office manager wanted the ability to control the system's programming, but that wasn't possible with their current provider. So she set out to find a voice carrier that would deliver better customer service as well as the technology necessary to facilitate internal administration of the system.

> "It was difficult making changes to our existing phone system. Whenever we wanted to forward incoming calls to a cell phone, we'd have to spend hours on the phone trying to reach the right person who could make the change, only to do it all over again when we wanted to stop the calls from forwarding."

Solution:
User-Friendly, Web-Based Administration

Apex zeroed in on Kinetic Business by Windstream as the carrier who could deliver the flexibility and control they needed. Kinetic Business provided Apex with an online management portal where they could control their call routing and phone features.

"Now when I need to make a change to my system like having calls to our emergency line forward a cell phone, I just type in a web address and log into my account for full administrative control. I can do it all myself, without having to make multiple phone calls and wait hours for someone to help me."

With their new admin management solution, Apex's office manager is able to log into an online dashboard where she has the ability to make changes, such as controlling the on-hold music or where the Auto Attendant directs incoming calls. When customers call during non-business hours, they can either leave a message or be transferred to the on-call technician. The main line can be set up to ring to any of the five phones in the building, so staff members can take turns answering incoming calls.

In addition, calls to the main line or direct extensions can easily be forwarded to cell phones and that feature can be turned off just as effortlessly. Employees can even make those changes remotely via a cell phone, smart pad or home-based computer.

Future Benefits:
A Host of Robust Features

Admittedly, Apex employees currently aren't taking advantage of all of the features and functionality offered by their new business voice solution. The training process has been gradual and it will take time to determine which other new features will be beneficial to the business. But when they're ready, additional tools, which can also be managed and customized via their online admin portal, have the ability to enhance productivity in the future as business operations and customer needs evolve.

"No matter how big or how small your business is, there's an advantage to the Kinetic Business solution. You actually get so used to using it you can't remember how you got by without it."

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