

Ecommerce Company Dramatically Improves Sales After Switching to Zultys

Quality Logo Products is a national distributor of promotional products and marketing giveaways based out of Aurora, IL. Established in 2003, Quality Logo Products maintains a call center staffed with 70+ experts in the field of corporate advertising. Consistently ranked by the Inc. 500 as one of the fastest growing companies in the Chicago metro area; Quality Logo Products estimates 2013 ad specialty revenue of \$25,000,000.00 — a 25% increase YOY compared to 2012.



Challenge

- Existing asterisk-based phone system was unreliable and resulted in a large number of missed business opportunities
- The solution must include legacy analog line support
- A scalable phone system that would allow for future expansion

Solution

- Adopted Zultys' reliable unified communication solution with built-in analog support and easy scalability

Benefits

- The elimination of dropped and improperly-routed calls resulted in record setting sales numbers
- Huge savings on the phone system maintenance costs
- MXIE unified communication client simplifies office operation and allows for reliable remote worker support

The Challenge

As Quality Logo Products expanded their sales force, the company realized that they were outgrowing their phone system. They wanted to invest in a more modern solution that could scale over time.

Because of their office's location in an under developed area, analog lines are more reliable and less expensive to maintain than SIP trunking. This meant that while Quality Logo Products' business needs required their phone system to have highly sophisticated call routing and call statistics as well as unified communications, analog line support was also a must.

In 2011, Quality Logo Products purchased an asterisk-based phone system, but it soon became apparent that rather than solve problems, the new phone system just caused more of them. Quality Logo Products was spending 15-20 man hours a week on maintenance; there were complaints of dropped calls, incoming calls were often routed incorrectly or even unanswered by the phone system.

"Our previous system required constant hand holding and troubleshooting," said Bret Bonnet, President of Quality Logo Products. "There wasn't a day that we wouldn't have 5+ trouble tickets."

"When you're an ecommerce company your customers expect you to be open and available 24/7 – no exceptions," Mr. Bonnet continued. "Rain or shine — we're open for business. Our weakest link has always been our phone system."

The Solution

With the help of Aavex Technology, a certified Zultys channel partner, Quality Logo Products implemented an MX250 redundant system for high reliability.

Their users constitute a mix of operators, sales agents, and customer service agents as part of multiple call groups utilizing Zultys' Integrated Contact Center solution. As their sales agents are paid on commission, Zultys' reliable call routing options helped make sure that all calls are distributed fairly among the agents, while an acceptable response time is maintained for all calls. Quality Logo Products also uses the Call Center edition of MXreport software which provides daily scheduled Call Center reports that are automatically emailed to management after each shift.



"We've determined that over a 2 year period, because of the number of calls not answered or improperly routed by our old phone system, us not switching to Zultys sooner has cost Quality Logo Products an estimated \$1,250,000.00. I attribute this to the fact that the Zultys system does a WAY better job of handling analog lines and effectively routing our calls to our representatives than our prior system."

Bret Bonnet,

President, Quality Logo Products

"I'll tell you one thing though — I won't miss the many sleepless nights where I used to have to worry about whether or not the phone system would be working when I arrived in the office the next day. I trust Zultys as it never has — nor has it given me any reason to think it will — let me down."

Bret Bonnet,

President, Quality Logo Products



Since a number of full-time employees work remotely on a regular basis, Quality Product Logo utilized Zultys Mobile Communicator for iPhone, which alongside MXIE unified communication client for the desktop, has rendered a lengthy drive to the office virtually unnecessary.

As Quality Logo Products already purchased IP phones from another vendor to use with their previous phone system, the Zultys MX platform allowed them to repurpose these 3rd party IP phones their employees were used to, instead of having to acquire new sets.

"After we completed the migration (on a Thursday night because Fridays tend to be slightly slower than average) our call volume doubled!" said Mr. Bonnet. "It was as if someone flipped a switch, which in a sense, we did. The power switched to our MX250, and the calls just started coming in!"

The Benefit

With the implementation of Zultys' MX250, Quality Logo Products discovered just how many calls they had been missing in the last two years with their old system.

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Zultys is the global provider of a true all-in-one unified communications solution. Innovative, reliable and scalable, Zultys IP phone systems integrate voice, video, data and mobility — in a single appliance — to optimize collaboration for businesses of all sizes. Zultys delivers a powerful, feature-rich communications system that is easy-to-use, deploy and maintain.

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