

## **8 Communication Essentials**

A Guide to the Eight Must-Have Elements of Every Successful Business Phone System

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## INTRODUCTION

What's the tool your staff use the most to perform client work and deliver information? Most would say the computers and software . But, if that's true, running a close second would be your TELEPHONE SYSTEM. So, how come that system is over 10 years old, out of support, obsolete and no longer economically expandable?

To thrive, companies must leverage technology to maximize productivity. Modern phone systems can be utilized as a powerful business-impacting tool to enhance profits thanks to many new applications and features. In a fiercely competitive market place, smart companies will use all modes possible to maximize employee efficiency and cut operational costs.

This guide will explore the technologies available to maximize voice communication and make your people more efficient. We'll cover the pitfalls of older PBX and key systems, how to consider and budget for replacement technology, the economics of Voice-over-IP technology, new features and capabilities your firm should not be without and more. What's coming in telecom? How can someone working at home pick up their extension when you ring? Learn about a new option: hosted telephony for your firm... making the equipment and its support someone else's problem. This guide will help you plan to make your (second) most important productivity tool perform for your firm's bottom line.

### The Eight Phone System Essentials

1. Productivity Enhancements
2. Mobility/Work from Anywhere
3. Improved Customer Service
4. Unlimited Phone System Scalability
5. Built-in Disaster Recovery & Business Continuity
6. Ease of Management
7. Future-proof technology
8. Collaboration Tools

Whether your business has 10 or 500 employees, if your business cares about improving employee and operational efficiency for the benefit of your bottom line, this guide will provide valuable insight into your telecom initiatives.

Phone System Success Stories		
Acquirent LLC	Baum Realty	Magnum Insurance
VCC	Flexcare	Zaptel
Wolfe Law	Spotwave	Helios Real Living
Popeyes	Shoreline Sightseeing	Alzheimer's Association

## PHONE SYSTEM ESSENTIAL #1: PRODUCTIVITY ENHANCEMENTS

Time equals money in this tough economy and your business can't afford to lose either. Your team needs to be as productive as possible. Why not use the latest technology to help make work manageable for you and your staff?

Keep all business communications in sync with SimpleVoIP. Using smart tools like Unified Messaging, Call Treatment and our custom Web Portal, you'll collaborate in real-time with your team and clients, keeping everyone on the same page and keeping you productive no matter where you are.

### VoIP Productivity tools to keep you organized regardless of where you are:

- **Voicemail Tools.** Use Voicemail to Email, Voicemail Notifications, Voicemail Distribution Groups and G-Scribe (Geckotech's voicemail transcription service to read your voicemails as text).
- **Voice Assistant.** Voice Assistant gives you phone functionality from your desktop, allowing you to create "Call Later Lists" with pop-up reminders to keep you organized.
- **Collaboration Tools.** Use Geckotech's Meet Me Conferencing from the online web portal, Ad Hoc Conferencing as an on-demand feature or the GeckoHUD to see who's available.
- **Directories.** The Geckotech online Web Portal provides you with Personal and Corporate directories - click to call, click to send a voicemail, click to conference in and more!
- **Call Treatment.** Find-Me Follow-Me and Call Jump are just a few call treatments available.

### CASE STUDY: WOLFE LAW

#### The Challenge

Chicago-based Wolfe Law, a firm specializing in workers compensation, was founded by Ken Wolfe, one of the top rated workers compensation attorney's in Chicago with over 25 years of experience. Wolfe Law operates with the goal of providing the highest quality legal support to clients and their businesses in a time efficient manner. In legal services it is extremely important for associates to be accessible to clients at all times. The firm needed a complete communications solution that would provide scalability as the organization grew and advanced features to help improve operational efficiency.

#### The Solution

Wolfe Law started its operations using AT&T's phone and Internet service. However, the firm soon realized that AT&T's standard phone system could not provide all of the advanced features and functionality that an IP based system can. After struggling with the incumbent telecom provider for a year, Wolfe Law decided to replace their phone system. Founder Ken Wolfe had used Geckotech's hosted VoIP system at his previous firm and was impressed with the advanced features of the phone system and high level of customer service from Geckotech's local help desk. Wolfe Law quickly reevaluated their business needs and selected Geckotech's hosted service to provide the firm with a complete communications solution

#### The Results

By using Geckotech's voice and data system, Wolfe Law is able to keep in touch with clients regardless of time of day or location. Associates are able to forward phone calls to their home or cell phones with Find-Me Follow-Me, so they never miss an important call when out of the office. The practice can bill clients without difficulty by using Geckotech's Billing Codes feature, which assigns a code to each client and then compiles an easy to read report of call logs. Wolfe Law also benefits from 24 hour support from a local help desk, a dependable monthly bill from one service provider, and built in disaster-recovery from Geckotech.

*"I had Geckotech at my prior firm. When I broke off to start a solo shop, I went with AT&T for a year. I missed a number of the Geckotech features, especially Find-Me Follow-Me, so I re-subscribed and am glad to be back. In my practice, phone calls are extremely important, but also can be the bane of my existence. Geckotech helps me keep them manageable and under control. I cannot imagine running my practice without it."*

- Wolfe Law

## PHONE SYSTEM ESSENTIAL #2: MOBILITY - WORK FROM ANYWHERE

In this wired world, your staff may work from the corner office or the coast of Borneo. Your team needs to stay mobile without sacrificing productivity. No client wants to hear how you missed that crucial voicemail, whether you stepped out for sushi or spent six hours waiting for a plane.

Take your office with you wherever you go by leveraging our mobile SimpleVoIP technology. Using smart tools like Unified Messaging, Call Treatment and our custom Web Portal, you'll collaborate in real-time with your team and clients, keeping everyone on the same page. Now your employees can work from anywhere in the office, at home, or on the road.

### A few VoIP mobility tools to help you stay connected while you're on the move:

- **Single-Number Reach.** You never have to give out your cell or home phone number again! Use Remote Phone to program your cell/home phone to act as your Cisco office phone and Find Me Follow Me to roll office calls over to another number.
- **Plug and Play Phones.** Your Cisco office phone is plug-n-play, simply use anywhere you have an Internet connection.
- **Soft Phone.** A Soft phone allows professionals to use their laptop as an IP phone.
- **Web Portal.** Geckotech's Online Web Portal lets you access call logs, directories, and voicemail from any web browser.
- **Voicemail to Email & G-Scribe.** Access voicemails on your smart phone or laptop using Voicemail to Email to and use Geckotech's G-Scribe service to read voicemail messages (voicemail transcription sent to your email).

### CASE STUDY: HELIOS REAL LIVING

#### *The Challenge*

With multiple office locations and an ever expanding workforce Real Living Helios Realty is the newest member of the Midwest's largest independent real estate firm. In order to deliver the most value to clients around the Midwest, Helios needed an innovative communications solution to keep pace with their highly mobile and rapidly growing workforce.

#### *The Solution*

Helios decided to implement a hosted VoIP phone system for its scalable voice and data infrastructure. As the sales staff works from the office in a hotel-like format, they type in a 3 digit code to reprogram any phone as their office line for the day. When agents are not in the office, they only have to give out their office numbers. Agents control which calls automatically roll over to their cell phone. During non-business hours, high profile clients' calls get routed to personal cell phones while unscreened callers go to voicemail.

Helios expects to grow to 200 employees within the next 2 years. Without ever investing in a new phone system, they will be able to grow from 30 to 200 by simply adding phones. Helios never has to worry about having enough "lines", as VoIP is based on bandwidth, not phone lines. The real estate firm also has itemized billing through Geckotech, so they can budget based on the number of agents.

#### *The Results*

Helios employees are completely mobile and free to communicate at will with their customers. With multiple offices and remote, home-based employees, agents armed with laptop computers come to the office for a day at a time, without a permanent cubicle. Upon arrival, employees can enter their direct dial number into any phone in the office and temporarily relocate their office. Access to voicemail, intercoms, conference bridges and 4-digit company-wide dialing become immediately available.

*“Geckotech’s mobility saves us money each month on rent and infrastructure. When employees are in the office they are instantly connected. We never have to pay for onsite maintenance to move a phone around, and we only need room for 1/3 of our workforce.”*

- Helios Realty

“Geckotech has exceeded my expectations in every way and has proved a perfect fit for us. Their staff is extremely knowledgeable and they excel at providing excellent customer support.

The transition from our old phone system was painless. The flexibility of their system never ceases to amaze me. The ability for us to avoid having to capitalize the high cost of purchasing a phone system, only to watch the technology become obsolete, was initially a key consideration.

As a consulting firm specializing in matters subject to HIPPA regulations, it's also worth noting the high security of conversations placed over their private network.”

- Flexcare

### PHONE SYSTEM ESSENTIAL #3: IMPROVED CUSTOMER SERVICE

Leverage your communications system to provide responsive customer service and build customer loyalty. VoIP technology can make a business much more reachable, allowing your employees to provide personal customer service by remaining accessible to clients and colleagues regardless of physical location.

Your business needs the functionality to deliver your customer service strategy - whether it be personalized customer service or tiered customer service levels. Unfortunately, most companies have neither the functionality to optimize delivery of their strategy nor the tools to measure how well their service strategy actually works. With an intelligent VoIP phone system, managers can measure service levels in real-time, correct problems easily, and deliver service consistent with whatever standards they set.

#### Build a consistent and personal customer experience using VoIP:

- **Focus on Your Core Business.** Don't waste time baby sitting a phone system while you could be growing your business or focusing on customers.
- **Remain Accessible.** Choose how available you want to be to clients with Find-Me Follow-Me and other Unified Messaging that allows you to work outside of the office.
- **ACD/Call Center.** Manage your Call Center with Geckotech's affordable and user-intuitive ACD/Call Center functionality
- **Call Routing and Hunt Groups.** Use Intelligent Call routing to match your customer service goals and processes
- **Built-in Disaster Recovery.** Hosted VoIP gives you built in Disaster Recovery, which means you're clients will always be able to reach you.
- **Automated Attendant.** An auto-attendant intelligently routes calls to your main line by giving callers a menu of options, such as department and dial by name directory.

#### CASE STUDY: FLEXCARE

##### The Challenge

Flexcare, a New York based health care consulting and administrative firm, prides itself on providing clients with high-touch, responsive customer service – making it crucial to be accessible to customers at all times. With an outdated phone system, three locations on separate voice and data networks, and an IT staff of one the firm sought out a replacement system that would simplify their communications network.

##### The Solution

Flexcare's IT Director was looking for a solution that could accommodate future expansion, streamline communications between locations, and safeguard the main office against network failure. Reliability, vendor responsiveness, disaster recovery, and quality of service were all high priority criteria for selecting a provider to partner with. CDW introduced Flexcare to Geckotech's bundle SimpleVoIP solution – which includes Cisco hardware and IP phones, private T1 Internet access for each office location, phone service, installation and training, network maintenance and management, as well as future upgrades.

##### The Results

Flexcare no longer has an IT staff of one, but has unlimited access to Geckotech's staff of knowledgeable in-house technicians and customer service staff who manage and maintain their network 24 hours a day, year round. Flexcare's IT Director can now focus on other core issues within the firm, allowing the organization to operate more efficiently. Most importantly, the flexibility built into Geckotech's phone system allows Flexcare to have multiple locations while being a part of one phone system. The firm can now stay connected to customers and colleagues.

## PHONE SYSTEM ESSENTIAL #4: UNLIMITED SCALABILITY

Hosted VoIP systems are designed for almost limitless scalability and can treat multiple locations as one office, all joined on one voice and data network. Connecting all offices to the same phone system gives you the ability to share a centralized receptionist and use free four-digit dialing between locations.

Voice over IP phone systems can easily scale to add or remove locations as well as the amount of phones needed. Plug-n-play IP phones can be utilized anywhere that you have an Internet connection - great for conference rooms or telecommuting from home.

### Scale with ease using Hosted VoIP Phone Service:

- **Don't Pay for Moves and Changes.** Geckotech customers can simply call our help desk or use the online Account Management Center to make changes to a service plan - without being charged to make the change (\*fees apply for add-on services). IP phones can be moved with ease, so you don't have to call the phone company or pay for on-site visits.
- **Add New Locations Simply.** With a Hosted VoIP service your network equipment is housed at a datacenter, not your location, so adding a new office is easy.
- **Avoid Purchasing New Equipment.** Don't buy new equipment every time you need to make a change, add or subtract a location. Geckotech takes care of all the hardware and phones for you.
- **Cut Operational Costs with Converged Networks.** With 4-digit dialing internally to any office location you cut costs by avoiding local toll charges. You also save money by having a converged voice and data network.

### CASE STUDY: MAGNUM INSURANCE

#### The Challenge

With over 50 locations throughout Chicago, Indiana, and Michigan, Magnum Insurance Agency is now the largest Hispanic insurance agency in the area. The organization, which made its humble start in 1981 with only two employees working in a rented store on Western Avenue, now has a staff of over 175. Almost immediately, Magnum began identifying with the community. By 1986, Magnum had concentrated all of its efforts on the Hispanic market by offering low cost, full service, auto, life and property insurance with a Spanish-speaking staff.

Magnum was searching for a cost effective voice and data network that would allow for reliable and highly scalable service. With offices spread throughout the Midwest, the insurance agency needed a communication solution that would connect the entire organization while maintaining a reasonable budget.

#### The Solution

Magnum turned to Geckotech to provide an outsourced IP phone system that would connect all of their office locations without the complexity of traditional phone systems. GeckoConnect™, Geckotech's hosted VoIP service, was implemented at each of the branch offices as well as Magnum's headquarters. Their staff now enjoys 4-digit extension dialing between locations – at no extra cost - and the ability to check voicemail from anywhere through the Geckoconnect Web Portal.

#### The Results

Geckotech has seamlessly connected Magnum's branch office locations to their headquarters. Now, Magnum saves almost 40% on their monthly telecom expenses. Also, by unifying communications between the branch offices, Magnum saves local toll charges on every single internal call.

*“The Geckotech staff was extremely professional and helpful,” says Joe Gabriel, president of Magnum Insurance. “They analyzed our existing agreements and presented the benefits of the new system clearly and concisely. They kept us informed of status every step of the way and helped us implement the new system with no disruption to our business. A great job!”*

- Magnum Insurance

*“We all just packed up our files, laptops and Cisco™ phones and went home. Everyone plugged in their office phones at home to their DSL or cable and the office was back up and running with no disruption of our business. Even during the drive home incoming calls were automatically redirected to our cell phones. Geckotech's VoIP phone service saved my company.”*

- Acquirent LLC

## PHONE SYSTEM ESSENTIAL #5: BUILT-IN DISASTER RECOVERY

Whether your business is moving locations by choice or forced out due to a disaster, with a Hosted VoIP solution you're free to move at will. With a hosted VoIP phone service, you don't store any IP PBX equipment in your office's cramped phone closet. Instead, your provider houses all network equipment and hardware in a secure datacenter ensuring that if your office location(s) experience an disaster, your phone system never does.

Another advantage of having equipment off-premise is that you can add, subtract or move extensions on a whim. With an IP-based system, there's never a cost associated with moving your phones, because your IP Cisco phones are plug and play. Simply plug your phone into any Internet connection, at home, in a hotel, or in an office location, and you're good to go!

### Hosted VoIP lets you rest easy with built in disaster recovery:

- **Plug-n-Play Phones.** In case of a disaster or emergency, employees can take their IP phones home with them, allowing business to go on as usual.
- **Find-Me Follow-Me.** Call Treatments like Find-Me Follow-Me allow calls to your office number to be routed to a cell or home office number of your choice.
- **Off-Premise Network Equipment.** The 'brains' of your phone system are housed in a secure datacenter - not in your office closet - adding a level of security not available with a premise-based traditional phone system.
- **Automatic Call Re-Routing.** If your business has multiple office locations and a disaster occurs at one site, all calls are automatically routed to other locations on your network.
- **Web Portal.** Access all directories, voicemail messages, faxes, conference calls, and call logs anywhere you have Internet access Geckotech's Online Web Portal.
- **Remote Phone.** Program your cell phone to act as your office phone, with the same features, functionality, and direct dial number. You can do this in Geckotech's Web Portal.

### CASE STUDY: ACQUIRENT LLC

#### The Challenge

Chicago-based Acquirent, an outsourced sales execution firm focuses on helping clients grow through achieving market penetration, brand expansion, and increasing sales revenues that meet or exceed profit objectives. Recently, when Acquirent faced a last-minute disaster that required them to move out of their office, they didn't even have to call the phone company. With 11 employees in 1 office, all using SimpleVoIP Hosted VoIP service, they were completely mobile without even knowing it.

#### The Solution

Acquirent chose Geckotech's outsourced IP phone system for its ability to provide a reliable and highly flexible solution. A benefit of using SimpleVoIP is built-in business continuity and disaster recovery. By outsourcing your phone system within Geckotech's fully redundant carrier-grade facility, businesses can survive a disaster such as a fire, flood, or power outage. In the event of an emergency, calls are automatically routed to alternate locations or mobile phones, allowing clients to continue to operate as a business.

#### The Results

Geckotech's VoIP service simply needs an internet connection, allowing our customers to take their phones anywhere, any time. This translates not only to convenience, but safety as well. "Voice over IP has enabled companies to plan for disasters," explains Josh Robbins, managing partner of Geckotech. "With portable phones, your office moves with you. Companies that previously couldn't afford to protect themselves now find built-in amenities previously only available to Fortune 500 companies."

## PHONE SYSTEM ESSENTIAL #6: EASE OF MANAGEMENT

There is no worse business venture than investing a large amount of capital in a phone system that will depreciate quickly. One of the major benefits of an outsourced phone system is that it is a service, not a product. Geckotech develops long-term relationships with our clients and has a vested interest in keeping them happy, instead of selling the system once and making more money on fixes or upgrades.

Geckotech's proactive customer service approach means more than damage control. You'll deal with a dedicated Account Manager who understands your business needs, while in-house technicians monitor your system 24/7. We don't just solve a problem—we own it. We have a number of initiatives to provide our customers with the most personal and proactive service possible

### Your IT staff just got bigger with Geckotech:

- **In-House Customer Support Technicians.** Geckotech provides you with an in-house support team that is empowered to answer your questions on the spot. Our goal is to have all phone calls within 30 seconds or less.
- **First Party Installation.** We provide our own truck rolls to your location, so there is no vendor finger pointing during the installation process. If you have an issue, we own it!
- **24x7 Network Maintenance and Monitoring.** Included in your Hosted VoIP service is full network monitoring, because Geckotech owns and operates your voice and data network we have full transparency.
- **Proactive Alerts.** Our proactive approach means that we strive to call you about a network issue before you even know about it.
- **Online Account Management Center.** Access important account information online 24x7 from Geckotech's AMC website.

### CASE STUDY: BAUM REALTY

#### The Challenge

Baum Realty Group is one of Chicago's premier retail real estate firms, having served Chicago's retail community since 1991. Baum needed a solution that provided their highly mobile staff with the ability to stay connected regardless of time or location. With over 50 employees in one office, it was very important to find a telecommunications solution that was scalable to fit the needs of a growing workforce. The firm did not want to worry about having enough "phone lines" for all current or future agents. Built-in collaboration tools were also a concern for the real estate firm. Baum's agents work together to provide their clients with an in-house realty team, so conferencing capabilities were crucial.

#### The Solution

Baum Realty turned to Geckotech to provide a scalable voice and data infrastructure that would allow employees to be as productive as possible, whether they are in or out of the office. Baum Realty Group continues to expand and will be able to do so without ever investing in a new phone system. All the firm has to do is add more phones. Because Geckotech's VoIP system is based on bandwidth, not phone lines, capacity is endless.

#### The Results

Geckotech has consolidated the firm's telecom spending, with one easy to read invoice per month. An itemized bill shows calls per phone number, with management charts and graphs to show actual usage per agent. When agents are in the office they are instantly connected. Plug and play IP phones can be plugged in anywhere agents have an Internet connection and Geckotech's web portal lets them check voicemail and fax via their desktop or laptops.

*"I don't have to lease a very expensive and technologically outmoded phone system"*

- ReMax Real Estate Advocate

## PHONE SYSTEM ESSENTIAL #7: FUTURE-PROOF TECHNOLOGY

Maybe you do 21st-century business on a turn-of-the-century platform. Or new lines, features and upgrades are priced out of reach for your outdated phone system. And many vendors use proprietary equipment or software, so integrating third-party solutions can still drain your IT budget.

Stay on the leading edge of VoIP technology with our Technology Refresh program. A hosted VoIP phone service provides you with the latest innovations and upgrades as they become available.

Move your business phone system into the future of communications:

- **Complimentary Feature Upgrades.** Geckotech continually updates the services and features made available to our customers at no charge. If you find a new feature you're interested in, tell us and we'll work to incorporate it into our service.
- **Hosted vs. Traditional Phone Service.** The Hosted business model by design allows a service provider to continually update and innovate, whereas a traditional, premise-based phone system is stagnate - once you buy it, the technology begins to become obsolete.
- **Technology Refresh.** Geckotech will update your phones and hardware with the latest available technology when you resign your contract at the end of term.

### CASE STUDY: SPOTWAVE

#### The Challenge

Spotwave, a provider of carrier-approved, indoor wireless coverage solutions specializes in giving clients reliable, "always-on" wireless coverage indoors. Spotwave offers wireless carriers and enterprise customers a simple, affordable, effective way to ensure wireless devices have great coverage indoors. Spotwave is based in Ontario, Canada, but has offices in Chicago, Phoenix, Dallas, as well as other locations throughout the U.S. The large geographical area covered by the company presented a challenge for a traditional phone system. Spotwave needed a communication solution that would enable their highly mobile staff to stay connected.

#### The Solution

Spotwave looked to Geckotech to provide their company with a hosted VoIP phone system. One feature of the Geckotech system that has proven to enhance productivity for Spotwave is the Softphone. The softphone runs on laptops in conjunction with a USB handset. Just like a phone on a desk, the softphone has all the capabilities and voice quality you are used to... except without the wires! As the principals of Spotwave travel between states, they are free to work from airport terminals, coffee shops and hotels using wired or wireless internet to access their Geckotech office phone line.

#### The Results

"Those traveling constantly can use a softphone with a USB handset to access their office phone line. Our remote sales team can plug in the USB handset at the airport while waiting to board and their customers think they're in the office," explains Philippe Baudouin, VP of Operations for Spotwave Wireless, a Canadian company with offices throughout the U.S. "I can intercom remote staff from my laptop to my sales offices in the States while I'm sitting in a coffee shop or internet café."

*“Those traveling constantly can use a softphone to access their office phone line. Our remote sales team can plug in the USB handset at the airport while waiting to board and their customers think they're in the office.”*

- Spotwave Wireless

## PHONE SYSTEM ESSENTIAL #8: COLLABORATION TOOLS

VoIP's innovative technology allows you to easily collaborate with clients and colleagues in the next room or in the next time zone. Use Unified Messaging like conferencing, 4 digit dial internally, voicemail transfer and distribution groups and others to increase collaboration and efficiency in your business.

The flexibility built into VoIP technology allows your business to have multiple locations while being part of one phone system. You can now be close to our customers and close to each other. It's the best of both worlds.

### Easily collaborate with clients and colleagues:

- **Instant Access to Colleagues.** No matter what office location, communicate with your colleagues using Intercom, 4-digit dial and Ad-Hoc conferencing for up to 8 parties on demand.
- **See Who Is Available.** Use the GeckoHUD for a desktop view of who is available on your company's network and their call status (unavailable, available, or status N/A).
- **Schedule Professional Conferencing.** Schedule a professional conferencing with automated date, time and log-in instructions for your guest through Outlook.
- **Voicemail Distribution Groups.** Send announcements or alerts to a voicemail distribution group of your choice - customize your groups in the Web Portal.

### CASE STUDY: ONE 2 ONE COMMUNICATIONS

#### The Challenge

One2One Communications specializes in the design, development, processing and multi-platform delivery of high quality billing statements. The organization's goal is to help clients enhance their branding, advertising, and communications strategies. Needless to say, without an IT staff, the company is not specialized in managing a phone system or telecom equipment. Also presenting a challenge was the issue of location. One2One Communications has many remote employees working from all areas of the country. The company wanted a telecom solution that would allow the entire workforce to operate as if they were all under one roof.

#### The Solution

Without an in-house IT staff of their own, One2One enlisted the help of an IT Consultant to help them migrate to a new communications solution that would meet the needs of their geographically dispersed organization. The IT Consultant quickly realized that One2One would be a perfect fit for Geckotech's Hosted VoIP service. VoIP phone service

#### The Results

One2One Communications appears to be one cohesive company operating under one roof thanks to the flexibility of Geckotech's Hosted VoIP service. Regardless of physical location, all employees have direct dial numbers with the same area code and can utilize 4-digit dialing to their colleagues across the country.

The company highly values the on-going customer support that Geckotech provides. Without an IT staff, One2One is able to take advantage of having Geckotech technicians become part of their team to help solve network issues pro-actively and efficiently. "Geckotech puts their customers first, plain and simple. We expect problems to happen from time to time. When there is a problem, they fix it quickly and we get on our way again. That's the biggest difference between Geckotech and other phone companies," Tom Mason, CMO of One2One Communications said.

“Geckotech’s innovative phone system allows us to easily collaborate with colleagues in the next room, or in the next time zone. The flexibility built into Geckotech’s phone system allows us to have multiple locations while being a part of one phone system. We can now be close to our customers and close to each other. It’s the best of both worlds.”

- One2One  
Communications

“Geckotech’s VoIP phone service saved my company.”

- Acquirent LLC

## CONCLUSION

No matter how large or small your company, these eight phone system essentials can help you understand what a smart phone system looks like. By considering these eight essentials in all stages of your telecom planning—from selecting a vendor to planning your implementation to using collaboration tools—you can enjoy the same technological advances as the thousands of businesses already using Voice over IP technology.

Geckotech is a market and technology leader in hosted VoIP Phone & Internet service. Geckotech’s revolutionary bundled VoIP service is helping small and mid-sized businesses nationwide leverage a VoIP phone service to impact their bottom line. By outsourcing to Geckotech, businesses free valuable time to focus on growth and less time worrying about phone equipment, phone lines and expensive upgrades. Since 2003 Geckotech has focused exclusively on providing outsourced communications with the highest level of customer service on the most reliable, business-grade platform.

For a personal webinar on how SimpleVoIP can impact your business, go to: [www.geckotechllc.com/demo.php](http://www.geckotechllc.com/demo.php).

For a free communications assessment for your business, go to: [www.geckotechllc.com/assessment.php](http://www.geckotechllc.com/assessment.php)

For More Information  
Contact a Geckotech Account  
Executive at 312.948.2995  
or email [sales@geckotechllc.com](mailto:sales@geckotechllc.com)  
to learn how we can help your  
business increase profits utilizing  
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