

Case Study: Creating a Custom Solution for Century 21

Advanced Features to Increase Productivity



Executive Summary

The Situation

- An Ottawa-based real estate brokerage is looking for an updated phone system to implement across their six sites

The Challenge

- The existing phones provide poor quality of sound
- Century 21 would like to keep their existing phone numbers and extensions
- The company is looking for a custom solution for routing calls
- Accessibility for remote workers

The Solution

- Implementation of Netcelerate's Hosted PBX Solution with Custom Functionality
- Advanced features and new phones which are common across all sites
- Customized call routing to never miss an important call
- Tailored configuration of auto attendants for each site

The Benefits

- High quality sound
- Improved productivity
- The convenience of a single point of contact

The Situation

Century 21 is a real estate brokerage with six locations in the National Capital region. Century 21 is dedicated to providing real estate services with the highest level of accountability and customer satisfaction. Business communication is critical to Century 21- a missed call could mean a missed opportunity- which is why they were in need of an upgrade to their outdated telecommunications system. Each Century 21 location was originally outfitted with a variety of older phone systems with services from 6 different providers. In some cases, locations were outfitted with a 1-800 toll free number and local number sourced from separate providers. Each site had a fixed number of lines from as few as 2 lines up to a full PRI (23 lines): a system which offers limited finite capacity and limited capability.

The Challenge

The crucial challenge affecting Century 21

was the degrading sound quality of their existing telephones. In addition to poor sound quality, their outdated system did not provide any advanced features; for example, some of their sites did not have access to caller ID, voicemail or an auto attendant. While looking for a viable solution, Century 21 was also

“Our team has noticed a marked improvement in the function and convenience of our new phone system”

-Ralph Shaw, Owner

interested in unifying their communications and dealing with one single service provider for all of their billing and support needs. Century 21's requirements included the following: an updated system that provided excellent sound quality; the ability to use three-digit dialling between locations; a corporate directory for each location; and, the ability to have a call ring in multiple locations simultaneously while being able to identify the number that was originally dialled.

The Solution

Netcelerate's Hosted PBX Solution provides Century 21 with identical phones in all six sites to replace their previously outdated models. Each phone is equipped with two dedicated lines resulting in virtually no limit on capacity for sharing lines. Virtual extensions (routed to cell phones) are available for realtors who do not require fixed extensions.

Netcelerate is also providing Century 21 with a customizable call routing solution and a tailored auto attendant configuration. For example, if one location is receiving an incoming call and is not able to answer within a pre-set number of seconds, a second location will ring simultaneously until the call is answered. This customized solution also provides awareness of the original destination of the call so that the call can be answered accordingly. Each location is outfitted with its own auto attendant, which is configured to only answer calls after hours to ensure that callers are directed to a live person whenever possible. It also provides a company directory that is specific to each location. Although the separate company directories provide the functionality of single business units, the organization is also able to function as a whole with three-digit dialling between

locations. As an added convenience, Netcelerate is able to provide this service using the company's existing phone numbers and existing extensions.

The Benefits

Netcelerate's Hosted PBX Solution with custom functionality allows Century 21 to realize several key benefits:

- Never missing an important call with customized call routing
- Advanced features to improve productivity: virtual extensions for remote workers, find me follow me, voicemail to email, customized auto attendants for each location
- Call and feature customization for each extension easily accessible over the web through the Netcelerate User Portal
- The convenience of having a single point of contact when dealing with billing and support
- The ability to reach a live person for support if required
- Pay as You Grow: the company can

*Highly Customizable:
Each user can set the
treatment of their
incoming calls through
the online Netcelerate
User Portal*

seamlessly add extensions as needed

- Guaranteed quality over Netcelerate's private network
- Ability to keep existing phone numbers as well as existing extensions

Next Steps

Since the deployment of Netcelerate's Voice Solutions, Century 21 is now interested in pursuing managed data services to further improve the productivity of their workforce.

About Century 21

For more information about Century 21, please visit:

<http://www.century21.ca/CA/ON/Ottawa>

About Netcelerate

Netcelerate offers affordable small business phone systems, business communications, data and mobility solutions and services to businesses across Canada and the U.S.