

Case Study: The Royal Executive Center Expands their Service Offering

Increased Revenue Generation with Netcelerate



Executive Summary

The Situation

- The Royal Executive Center in Kitchener and Waterloo requires an accommodating phone system

The Challenge

- Provide efficiency and improved function
- Regular moves/ adds/ changes of lines and extensions
- Provide a scalable solution for clients

The Solution

- Implementation of Netcelerate's Hosted PBX solution
- Partnership that generates revenue for the Royal Executive Center
- Internet connectivity that adds value to existing service offering

The Benefits

- Flexibility to regularly make changes to the phone system
- Auto attendants and phone numbers for each client
- Scalable phone system to accommodate growth
- Improved client experience

The Situation

The Royal Executive Center provides office space and meeting rooms as well as communication and reception services to businesses that require a workspace in the Waterloo or Kitchener areas. The Royal Executive Center is well suited for start-up businesses or companies who require a temporary presence in the area. Before Netcelerate, the REC's telephone equipment included an older model traditional PBX system. This legacy system was generating high costs for adding extensions and for general maintenance of the system. In addition to high costs, the original system offered numerous limitations such as line restrictions and phone number restrictions.

The Challenge

The Royal Executive Center services both long term and short term leasing needs; therefore, they require a phone system with the flexibility to constantly move, add and change telephone lines and extensions.

Internet connectivity and a reliable telephone service are business critical for the REC and its customers. The REC was in need of a new telephone system that could provide flexibility, cost savings and improved efficiency.

“Netcelerate has the solutions, features and affordability, and call clarity that my clients demand.”

-Mike Bierstock
President, Royal Executive Center

The Solution

The Royal Executive Center selected Netcelerate to replace their legacy phone system with a Hosted PBX solution. In addition to a state-of-art phone system, Netcelerate provides internet connectivity for the REC to use and include as added value in their leasing agreements with customers. As for client telephone usage, Netcelerate offers the REC the flexibility to bill clients directly for their usage, or

The Royal Executive Center has increased their revenue generation and improved their service offering with Netcelerate

refer clients to Netcelerate for a commission. This partnership increases the REC's service offering, adds value for clients and increases revenue. The Hosted PBX system allows Netcelerate to offer REC clients an auto attendant and individual phone number for their business as well as the choice of a new IP phone.

The Benefits

This system is ideal for the Royal Executive Center because they can reduce their costs and pass on savings to their clients. They are also able to offer their clients a scalable solution that clients can take with them as their companies grow and transition into permanent office space.

Netcelerate's Hosted PBX Solution allows the Royal Executive center to realize several key benefits:

- The flexibility to add or reduce extensions any time
- Auto Attendants and new phone numbers for each client
- Line pooling to reduce costs
- No cost upgrades and maintenance

- Improved client experience
- Call routing to the REC receptionist for clients who require reception services
- Advanced call features like voicemail to email and Find Me Follow Me

About the Royal Executive Center

For more information please visit:

<http://www.royalexec.com/>

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.