



## Improved Flexibility and Mobility with Netcelerate Telephony

**Custom call routing allows WorkPro to better serve customers**

### Executive Summary

#### The Situation

- Staffing firm with multiple offices across Ontario

#### The Challenge

- Requires greater flexibility
- Requires a scalable solution

#### The Solution

- Custom route calls to one location
- Use of one Auto Attendant for all incoming calls
- Find Me Follow Me to always answer a call
- Mobile Softphone Extension

#### The Benefits

- Improved flexibility and mobility
- Reduced long distance costs
- Scalable solution
- Fewer to no dropped calls when redirecting callers

### The Situation

WorkPro Staffing Services is a Canadian owned and operated staffing firm serving Kitchener-Waterloo, Cambridge, London, Brampton, Mississauga, Toronto, Hamilton and surrounding areas. WorkPro provides their clients with temporary or permanent staff to meet their needs while providing employment for job seekers with companies that they are well suited for.

### The Challenge

With multiple locations to service across Ontario, long distance costs and efficient call routing are the major challenges for WorkPro. Their original telephone network created inadequacies with rising long distance charges for calls between branches, the use of toll-free phone numbers and the lack of accessibility for mobile employees.

This lack of flexibility provided the greatest challenge for WorkPro when calls were often dropped or lost while directing calls to cell phones, other lines or other extensions.

### The Solution

WorkPro now implements Netcelerate's Hosted PBX solution to improve the flexibility of their communications system while reducing costs. WorkPro has one toll-free number and 6 local numbers in major cities in Southern Ontario.

*“Whether receiving calls from home, cell phones or back to voicemail, the possibilities helped us recruit in different and more effective ways throughout our service area without anyone ever knowing where we happened to be. Netcelerate has given WorkPro a new slogan, ‘the little company with the big reach.’”*

- Mike Coffill,  
Sales Manager

With the Hosted PBX solution, regardless of where the local calls are made (for example a call can come in through Toronto or Hamilton) they are routed to WorkPro's Kitchener office via their customized Auto Attendant. This helps WorkPro to create the effect of a local presence in multiple cities while operating out of their Kitchener office. Flexibility has also been gained through the use of Find Me Follow Me, which allows incoming calls to be routed to cell phones or home phones when no one in the office is available to answer calls.

WorkPro has also begun to use one of Netcelerate's newest mobility-enhancing services: the mobile softphone extension which is an iPhone application

that allows incoming calls to WorkPro's office to be redirected to the iPhone app for use over 3G or WiFi.

### **The Benefits**

Netcelerate's Hosted PBX solution allows WorkPro to realize several benefits:

- Customized call routing
- One Auto Attendant all incoming calls regardless of location
- Increased flexibility and mobility
- iPhone integration
- Implementing the latest technology that will grow with the company
- Free inter-branch calling
- Reduced operating costs

### **Next Steps**

Additional services that WorkPro could implement to improve their flexibility and mobility include hosted email accounts and web hosting.

### **About WorkPro**

For more information about WorkPro, please visit

<http://www.workprostaffing.ca>

### **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.

*Flexibility to route incoming calls is the main advantage of Netcelerate's Hosted PBX for WorkPro.*