



## **The Newly-Integrated Emphasis Solutions: Thanks to 800PBX !**

Emphasis Solutions has recently undergone major service improvisations to match the services of excellent software and web-based solution providers in the world. It has enhanced its efforts in terms of website design and redesign, software development, IT outsourcing, and e-Commerce hosting. Emphasis Solutions, employing the services of the premier company 800PBX, now has advanced means to facilitate seamless client and inter-company communication.

Like all companies, Emphasis Solutions did go through a number of business ups and downs before being the fully-integrated, service-oriented company that it is now. They started out as a small company based in Chicago, initially employing 20 people. It slowly branched out and formed web teams in various states in California and Ohio. Each team worked independently and collaborated through e-mail and phone calls whenever needed. This set-up seemed to work out fine during the first few years.

The company gained a steady number of clients, but as the client base increased, Emphasis Solutions began to slowly feel the pressure of having to collaborate with colleagues who are miles away. Phone calls cost additional long distance charges; e-mails were free but at times, urgent questions and requests got left unanswered until it was too late.

In the same way, customer communication became increasingly difficult. Their clients had to call different divisions at different numbers (costing them just as well), and their calls had to be transferred from one division to another, depending on which outsourced group is responsible for client's project.

Emphasis Solutions have initially assumed that outsourcing in various areas in the country will be cost-effective, only to find out that communication overheads and long distance calls cost them more than what they were supposed to save.

As a major move, it has employed the services of 800PBX to improve customer and inter-company communication. According to Emphasis Solutions CEO Chris Kerr, he was quite confident about the services of 800PBX, but was initially hesitant as he was not certain whether or not a unified toll free number would affect their company significantly as

promised. However, much to his pleasant surprise, the result exceeded farther than he expected. Not only did it solve all the mentioned problems above, but it brought their company much more benefits in terms of integration and client base number.

With this integration move, their expected monthly client number and project output has doubled within just two months. They also received many client referrals now than ever before. Their customer service agents have received good feedback about their service quality, and customer complaints have decreased significantly.

As software developer Martin Crooke puts it: "This toll free integration move has taken a lot of load off my shoulders. During crunch times, I do not have to look through the long list of numbers to call a project partner in Ohio. It also gives me a good feel about the company. Hey, my company has a toll free number now. Quite neat, right?"



Their clients also have nothing but good things to say. Satisfied client Jean Christie says, "It's a good thing [Emphasis Solutions] now has a toll free number. I can follow up on my project anytime without having to worry about long distance charges, and I can tell them [the developers] whether or not they are on the right track so we don't waste both our times. The company has really gotten better."

Chris Kerr expects this positive trend to continue, thanks to 800PBX. If this improvement is maintained, the company expects to expand to 5 more countries and to double its employee base within in the next 5 years. They also hope to expand their services in terms of development solutions. Emphasis Solutions now has outsourced to Russia and India and now employs more than 100 employees.