



SELECTCOM

SelectCom helps GeoMedia move into a modern phone system.

Case Study

CHALLENGE

An office mandated an upgrade to an unmovable phone system that was extremely difficult to maintain.

SOLUTION

A cloud phone system was the ideal solution, easing transition, management, and mobility.

- >Modern phone system features
- >Improved audio quality
- >Comprehensive reporting & analytics
- >Call monitoring & recording
- >Intuitive web-based interface
- >Improved user mobility
- >24/7 customer support
- >Voicemail to email

SELECTCOM



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GeoMedia is marketing company that is re-engineering retail advertising by **unlocking** the consumer insights in big data. Their team of mathematicians, AI experts and GIS analysts combine machine learning with consumer geo-demographic analysis & media planning to optimize advertising effectiveness.

Transitioning to a new office was the ideal opportunity to upgrade their legacy phone system. SelectCom's cloud phone system gave them the ease-of-use and mobility needed. Time-saving features and innovative technology provide helpful insights, unmatched stability and sound quality for superior customer service.

As GeoMedia was experiencing growth they decided to move to a new office. That's when they realized **that** they had a problem. Their existing phone system, a legacy **20 year hardware based** system was completely immovable. There would be no way to successfully remove it from their existing location and move it to their new office.

At the same time, the legacy system was extremely difficult to manage. Any necessary **h** changes to the system and maintenance were time consuming and expensive to do. Adding or changing a user or resetting a **pssword** meant tediously punching numbers on the phone keypad with a tiny LCD screen. More complex changes and upgrades involved hiring a technician and sometimes turning off and resetting the whole system.

The system was so antiquated that they needed **a** hook up a ghetto-blaster with a headphone jack to provide music on hold. Relocating their office was the

perfect time to upgrade to a modern easy-to-manage system with more features.

After a careful **evalutaion** of modern phone systems, GeoMedia decided on a phone system hosted in the cloud from SelectCom.

The simplicity of setting up and maintaining a cloud-based system was a refreshing departure from the "plug-and-pray" experience of the old system.

Key among their requirements was the need for increased mobility. As the nature of work has changed, they needed to be able to **accomodate** employees on the road, working from home, and working from remote locations. **A cloud based** system gave them the **flexiblity** they needed to improve their staff productivity.

The SelectCom cloud phone system has given **Geomedia's** IT team the ability to support anyone in the company 24/7.



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The intuitive web-based interface is simple to use and enables Geomedia to control and manage every aspect of their business communications system with ease.

Call monitoring is a feature Geomedia didn't have before SelectCom. Comprehensive reporting and analytics allow users to see everything at a glance, providing helpful insights for decision-makers. This valuable data helps management know staffing requirements for specific clients, how much hands-on phone time is required for each client, what type of account manager is needed for each client, and more.

A surprising improvement the SelectCom system provided Geomedia was the audio quality of the phone calls on the cloud-based system. No disruptions, no static, and increased sound

clarity all confirm Geomedia made the right choice.

In addition to greater control of their business communications, SelectCom provided all the features Geomedia needed - and more:

- Vicemail-to-Email
- Call Forwarding
- Conference Calling
- Simultaneous Ring
- Call Monitoring & Recording
- Comprehensive Analytics
- Web-Based User Interface
- 24/7 Customer Support

"Vicemail-to-Email is ultra helpful. When you're in a meeting and want to see who's calling and **way**, it's a real time saver." Sean Kinsley - Director of Information Technology.

"One of the things we liked about working with SelectCom from the beginning was that we got that warm, fuzzy client service feeling right from the get-go. The level of comfort was exceptional.

At the end of the day, SelectCom's system is completely seamless and it works." (Sean Kinsley, Director of Information Technology, Geomedia)

BENEFIT

SelectCom makes things very quick and easy. When we need a new phone, we get it within days and it's ready to go, fully configured. Making changes to Auto-Attendant, music on hold, company messages and other features is so simple. Even billing is more accurate.

Learn more about how you can boost your business with a cloud phone system at www.selectcom.ca/cloud

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