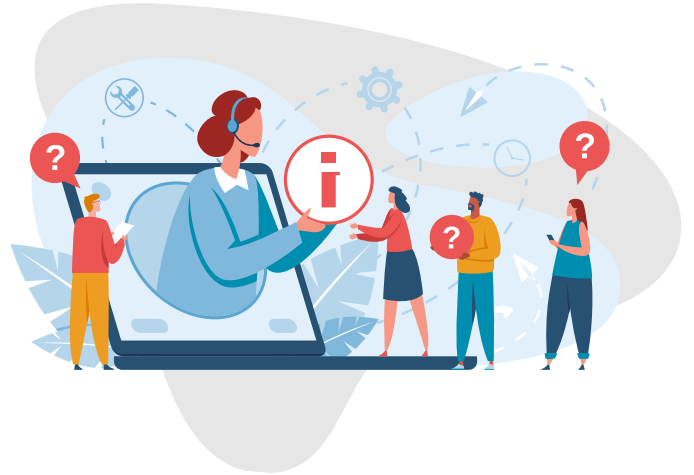


## CLIENT STORY

# Scaling Service Excellence:

## HOA Management Firm Elevates the Customer Experience



## THE CHALLENGE

A large-scale management provider for homeowners associations (HOAs) in Arizona faced significant challenges with their outdated on-premise phone system. As the business grew, the limitations of this legacy system became more pronounced, severely impacting their ability to provide efficient and effective customer service. The system lacked modern features such as dual-language support for toll-free numbers, callback options for queued calls, eFax capabilities, live coaching features like whisper barge, and comprehensive analytics and training tools.

These deficiencies hindered the company's ability to deliver seamless customer service, resulting in longer resolution times and lower satisfaction scores. Additionally, inefficient call routing often led to multiple transfers or misdirected calls, causing customer frustration. The lack of integration with their on-premises ERP system, Village Management, further disconnected the customer service workflow, as representatives couldn't access relevant customer information or call history, leading to repetitive conversations and a disjointed experience.

## THE SOLUTION

Recognizing the importance of their communication and customer support needs, the company started their vendor evaluation process and selected a communication tool to implement.

Before finalizing that agreement and further analyzing the complexity and critical nature of getting the right new solution in place, the management team determined that another expert 'set of eyes' would be prudent. That's when they decided to engage MicroAge's UCaaS/CCaaS experts, who introduced the potential Vonage solution for consideration. The HOA management company notified the other company that MicroAge was selected, which proved invaluable for several reasons:

### TECHNICAL ENVIRONMENT

At the outset, the HOA Management Company's technology infrastructure was disparate legacy systems, including:

- Legacy phone: ShoreTel
- ERP: Village Management
- CRM: Salesforce

**Comprehensive Vendor Evaluation:** MicroAge's expertise allowed for a more thorough assessment of various vendors, ultimately helping to shorten the list to two providers. This deep industry knowledge and understanding of the importance of post-implementation support and integration experience with both Village Management ERP and Salesforce helped identify potential issues and head them off before a final decision was made.



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## CLIENT STORY

“MicroAge served as a trusted technology and business advisor through our evaluation process, recognizing critical aspects of each solution we did not have much visibility into. Their technology expertise and guidance ultimately led us to a better outcome that has completely transformed our customer experience.

— Director of IT, HOA Management Company

### THE SOLUTION (cont.)

#### **Tailored Solution Recommendation:**

Understanding the client's unique requirements, particularly for those seamless ERP and CRM integrations, MicroAge recommended Vonage. This recommendation was based on Vonage's proven track record, in addition to their robust technology and features.

**Risk Mitigation:** Although adding Vonage to the shortlist extended the final decision process to a small degree, in the end, the client avoided the potential pitfall of selecting a solution that might have looked good on paper but failed to meet their specific integration and support needs.

#### **Long-term Partnership Consideration:**

MicroAge emphasized the importance of not just the technology but also the ongoing support and communication with the chosen vendor following implementation.



This foresight proved crucial in selecting Vonage, demonstrating superior responsiveness and a more fluid working relationship.

### THE BENEFITS

The implementation of Vonage's cloud-based communication system provided several key benefits to the HOA management company:

#### **Enhanced Customer Service/Resolution Time:**

By shutting down an open VPN and implementing multi-factor authentication (MFA), they addressed a major vulnerability and prevented unauthorized access.

**Personalized Customer Interactions:** Seamless integration with the Village Management ERP system allowed representatives to access customer information and call history in real time, enabling more personalized and effective service.

**Improved Call Routing:** The new system streamlined call routing, reducing the number of transfers and misdirected calls, which led to faster resolution times.

**Increased Customer Satisfaction:** With reduced hold times and better communication, customer satisfaction scores improved significantly.

**Improved Operational Focus for Leadership:** The COO could shift focus from daily oversight of customer service operations to strategic initiatives, driving overall business growth.

**Foundation for Future Growth:** The scalable nature of the Vonage solution positioned the company for greater confidence in their goals to continue expansion and adapt to evolving customer needs in the years to come.



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