Adams Cable Service Case Study

Solutions

Residential Voice, SIP Trunking, and Business Cloud Communications

Vertical

ISPs, Small Business Communications, and VoIP Providers

Their Story

Adams Cable is a family-owned digital cable TV, broadband internet, and digital VOIP phone provider that offers superior communication services and an extensive solution suite with local 24/7 support and a 4-hour service window.

Overview

Adams Cable sought to rapidly transition away from their current voice provider due to extensive quality issues, such as:

- Poor call quality
- Porting and interconnect problems
- Increased end user trouble tickets
- Archaic paper form processed
- 3-day new phone number implementation delays

Switching to Alianza's solution suite **immediately rectified call quality issues**, provided superior audio quality, and reduced the strain on Sales, IT, and more.

ADAMS CABLE SERVICE

Situation & Challenges

Adams Cable experienced several issues with their previous voice provider. For example, to set up a customer with a new number, they had to fill out and submit paper applications. The process was so cumbersome that Adams Cable spent their own developer resources to create a hypertext preprocessor (PHP) clone of their Word app, which allowed them to create new number requests in a PDF that could be emailed to their provider.

Once emailed, there was still a **3–day turnaround** to process it. In short, the **manual process required to create a new number resulted in massive bottlenecks, used precious developer resources,** and had a negative impact on their end users' experience.

In addition to the heavily manual processes and delayed turnaround times, **"the quality of service was terrible."** In their opinion, least cost routing, which was used to traverse from SIP to TDM networks to handle traffic, was causing a significant number of interconnection problems.

Adams Cable had two incumbent local exchange carriers (ILECs) near them, but due to these processes and outdated technology and infrastructure, it was very difficult to port numbers from the ILECs. The issues were so immense that one of Adams Cable's end users couldn't reach their own customer in the same ILEC. **"It was a nightmare."**

> **"** Alianza has afforded us many opportunities with their IP phone integration and Auto-Attendant feature, none of which we had before."
>
> — Wendy Hartman, General Manager, Adams Cable

Solutions Componants at a Glance

Home Phone

A residential voice service that provides secure, reliable, and full-featured voice services with the ability to customize the call experience and configure a variety of settings on IP phones.

- **Keep Your Numbers.** We'll port over your customers' existing home phone numbers to get them set up.
- **Voice Portal.** Users have control over call waiting, schedules, forwarding, call screening, and more.

SIP Trunking

Fault-tolerant PBX and PRI connections that allows their customers to keep their existing phones by connecting the on-premises Adams Cable PBX system to our VoIP network.

- **Self-Maintained Solution.** No in-house technical expertise or personnel needed to maintain the SIP network, meaning happier customers with less effort.
- **Recurring Cost Savings.** One SIP trunk takes the place of the 3−4 traditional business lines. Customers can eliminate complicated monthly bills to unlock predicable billing and recurring savings for their entire system.

Business Cloud Communications

BCC is a feature-rich voice solution for business users, with access features like auto-attendants, custom schedules, ring groups, voicemail-to-email, mobile applications, and more. Whether your customers simply need phone service or want enhanced mobility and collaboration tools, **Business Cloud Communications does it all within three tiers of service.**

- **Scalability.** Add an extension or direct numbers in minutes. Cloud voice margins scale in-step with your customers' needs.
- **Desktop and Mobile Apps.** Your customers can utilize smartphones, tablets, and PCs — without moving to an all-IP system.
- **Instant Messaging.** Group and private chats and 1:1 messaging enable virtual workers to connect and engage more effectively.
- **Advanced Provisioning.** Within minutes of joining, an end user can get their own phone number, download the app, and sign in.
- **Meet Anywhere, On Any Device.** Host or present on any device with the Cymbus desktop and mobile app or a web browser.

Top Benefits & Customer Quotes

Increased Competitive Edge

"We win a lot of business from customers that have analog PBX systems in place. Alianza affords us a way to get those customers a better solution than they get from Verizon."

Increased Market Opportunities

"Alianza has afforded us a bunch of opportunities with their IP phone integration and Auto-Attendant feature. None of which we had before."

Increased Profitiability

"SIP Trunking is exceptionally profitable and very low work," because it's a self-sustained solution. "With SIP Trunking we don't have to concern ourselves with features, or anything. Once one of our customers has a SIP trunk, we never hear from them again."
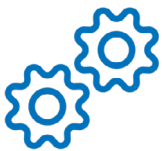
Reduce Technical Support

The Alianza solutions saved us "a ton of time for both troubleshooting and setting up accounts."

Reduced Costs

"We ended up saving a ton of money going with Alianza." We offer simple, predictable, and sustainable pricing models that adapt to whatever your business needs. Scale seats as needed, so end user consumption and your margins stay in line.

Compete with OTT Providers

"Alianza's certified device list makes it easier to migrate customers over from companies like RingCentral, and lets us compete with large service providers."

> **"**
> Of course we recommend Alianza. With our past provider, we were a customer. With Alianza it's been very clear from the beginning that we are a partner, which makes a huge difference"
>
> — **Wendy Hartman, General Manager, Adams Cable**

Goals & Requirements

Adams Cable needed a unified communications provider that offered reliability, superior audio quality, and responsive technical and customer support teams. Their primary goal was **"to partner with a better provider,"** so they looked for a solution that was more in-line with their own network.

Adams Cable needed a solution that would provide:

- **Fewer Manual Processes.** Remove burden of emailing in individual PDF requests to activate a new number for end users and remove the 3–day implementation turnaround for new phone numbers.

- **High-Quality Calling.** Resolve severe call quality issues, such as those that prevented their end users from completing calls to nearby ILECs.

- **Improved Porting.** Correct problematic interconnection issues that prevented them from seamlessly porting customers from other providers.

- **Reduce Technical Support.** Decrease end user support tickets and burden on Sales and IT members.

> ❝ Since we partnered with Alianza almost 6 years ago, we have not had one single call quality complaint."
>
> - Wendy Hartman, General Manager, Adams Cable

Results

With a combination of solution reliability, high-quality calling, and excellent customer and technical support, Adams Cable noticed an immediate impact. "A metal perforating company, one of our oldest customers, **immediately noticed a call quality difference** as soon as they picked up the phone." Adams Cable recently extended their agreement with Alianza and continue to be a notable advocate. "**Of course we recommend Alianza.** With our past provider, we were a customer. With Alianza, it's been very clear from the beginning that we are a partner, which makes a huge difference."

With Alianza's full-stack cloud communications platform, Adams Cable is able to **leverage the interoperability and technology to compete with OTT providers**, target and win new SMB business, save previous internal development resources, and reduce operational costs. The Alianza suite "affords our SMB end users, such as a doctor's office with 8 employees, the opportunity to appear as if their customers are calling a larger company. **The infrastructure makes little guys feel like big guys."**

Adams Cable, although initially tentative transitioning through their first migration, felt supported through the whole process — **"training, support, everything was very easy."**

User Portal
Ability to customize the call experience, and configure a variety of settings on IP phones within the easy to use Voice Portal.

Disaster Failover Plan
Connectivity safeguard in the case of an emergency. Whether it's a network failure or natural disaster, call routing is in the cloud — so customers stay connected.

Scalability
The ability to quickly and seamlessly scale up or down as needed. Easily add extension or additional direct numbers in minutes.

Comprehensive Support
It's all covered — cloud provisioning, upgrades, security, enhancements, and maintenance. With hosting in the cloud, there's no need for an IT team or specialized skills to manage the system.

ALIANZA™

Get Started! Contact us today, and let's start a conversation.

Alianza empowers service providers to rapidly create and deploy high-value communication offerings. With exceptional quality and always-on availability, service providers leverage our product suite to innovate and address the evolving demands of business and residential customers with an easy to manage, easy to consume, and highlight profitable platform.