

CASE STUDY

Nextiva Advanced VoIP Phone System
Tabarka Studio's



Tabarka Studio Saves with Nextiva's VoIP Phone Systems

The Problem with Legacy Phone Systems

For many years, Tabarka Studio had a legacy phone system that consisted of two traditional phone lines. With this system, only two workers could use the phone at a time. If both lines were in use, incoming callers would receive a busy signal.

To make matters worse, if one phone line was in use and a phone call came in, employees would, at times, mistakenly interrupt the line in use. Also, for its messages, the company used an answering machine, which didn't route calls properly to individual people at the company.

The Nextiva Solution

Tabarka Studio needed a more efficient and professional telephone system, so they turned to Nextiva, a leading provider of hosted VoIP solutions. Nextiva implemented a new hosted VoIP phone system that helped Tabarka Studio take advantage of numerous new communication features and realize an estimated 60 percent cost savings over their previous system.

Tabarka Studio's new Nextiva phone system has multiple phone lines with toll-free and local numbers, so customers no longer receive a busy signal when calling. The system also has Internet-based voicemail, which allows its workers to receive email voice messaging. Through the customizable virtual PBX, callers can easily navigate to reach specific extensions or departments.

Additional features include auto-attendant for messaging and routing, online fax, dial-by-name directory, advanced call routing, on-hold music, number portability and more.



TABARKA STUDIO

Tabarka Studio is a high-end building materials manufacturing company located in Scottsdale, Arizona. It produces hand-painted decorative terra cotta tiles and ships them around the world.



The most advanced phone system on the market

Benefits of Tabarka Studio's New Phone System

Ilan Cooke, manager of Tabarka Studio, said he is impressed with the new phone system and especially the online account management features. He has also seen tremendous benefits from Nextiva's router management that gives priority to voice calls, which has helped to improve call quality and increase the speed of the company's DSL connection.

"The only reason I can think of for a business not to upgrade to this phone system is because they don't have broadband Internet service,"

said Ilan Cooke, manager at Tabarka Studio.

"We are now able to handle all incoming phone calls and the professional-sounding hold and voicemail messages make us look bigger than we actually are."

Tabarka Studio said there were numerous unanticipated benefits they have realized from the solution. First, the system allows voicemail messages to be converted to digital audio files that can be emailed to

the intended recipient. This enables Tabarka Studio employees and owners to check voice messages while traveling, without having to dial into the office.

Also, through Nextiva's Advanced Call Routing feature, one of Tabarka Studio's employees is able to work from home with the same office phone extension she had previously. The employee was able to plug her phone into her home Internet connection to receive incoming company calls.

Conclusion

Tabarka Studio realized significant benefits through its Nextiva phone system, including an estimated \$60 a month cost savings. The key features for Tabarka Studio include the multiple phone lines, customizable hold feature and the voicemail system. When asked if he would recommend Nextiva to an associate, Cooke said he would definitely do so.

**Cost savings of
\$60 each month**

Challenge/Solution Benefits

- Tabarka Studio's legacy phone system was inadequate for its needs.
- Nextiva provided the most advanced VoIP phone system on the market
- Tabarka Studio has realized enhanced business productivity, efficiency and cost savings.
- The company now saves 60 percent compared with its previous phone system.

**Enhanced business
efficiency and
productivity**

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