



**CLIENT:** Arizona Culinary Institute  
**EMPLOYEES:** 24  
**LOCATION:** Scottsdale, Arizona  
**PLATFORM:** Nextiva Office Pro

“ **From the time I put in my request for more information to Nextiva, I haven’t been treated better by anybody or any other company.** ”

– Robert Wilson, President and Co-Founder, Arizona Culinary Institute

## CUSTOMER OVERVIEW

For over 15 years, the Arizona Culinary Institute (ACI) has trained aspiring chefs of the Phoenix Metropolitan Area. As one of the only culinary schools in Arizona, they take over 200 students each year and boast a 90% job placement rate after graduation. With such high demand, ACI needed a reliable, modern phone system to be able to take calls from potential students.

## DILEMMA

Co-founder and President of ACI, Robert Wilson, began looking for a new phone system in 2013. ACI originally housed an on-premise unit that was outdated, lacked modern features, and was not cost effective for the school. After researching other on-premise systems, Wilson realized they were antiquated, and an upgrade would cost him thousands of dollars.

His background in IT led him on a quick Internet search where he found Nextiva. After meeting with a Nextiva representative, Wilson says it didn’t take much for him to know he’d made the right choice by choosing Nextiva as his new service provider.

## RESOLUTION

“I knew that Voice over IP had been around for a long time, but I did not realize, until I started searching for a new phone system, how far it had come. Everybody else I looked at either stored their stuff out of state, they were more expensive, they didn’t have the features, or the customer service lacked. From the time I put in my request for more information to Nextiva, I haven’t been treated better by anybody or any other company.”

Some of the features the Arizona Culinary Institute was looking for in order to upgrade their system included conference calling, caller ID, voice recording, flexibility, but most of all, they needed a direct dial feature.

“I think the direct dial has been the feature that helped our business the most. It allows ACI Students and potential students to reach the person they want. If they need to call student services for something or they need to leave a direct message for somebody, it’s a lot easier,” says Wilson.

For those who are looking to switch up their communications, Wilson advises caution – do extensive research before you make the switch to a different provider and don’t buy the cheapest VoIP phones.

## FAVORITE FEATURES



Amazing Service



Conference Calling



Call Recording