



CLIENT: Bauformat Seattle

EMPLOYEES: 4

LOCATION: Seattle, WA

PLATFORM: Nextiva Office Enterprise

“We always need to be in communication with each other; we do not always need to be in the showroom, so having a landline just isn't a good solution for us.

- Dave Giltner, Bauformat Seattle,
Marketing, Advertising, and Operations Leader

CUSTOMER OVERVIEW

The Bauformat name has been widely recognized in the kitchen, bath, and closet industries since 1929. With over 80 years of cabinet building experience under their belt, Bauformat specializes in semi-custom to bespoke cabinetry for residential kitchens, bathrooms, and closets, as well as industry professionals and multifamily developers.

DILEMMA

Producing modern, sustainable, and durable products are all part of the Bauformat quality guarantee, so when their new Seattle showroom was in the process of opening, they knew it would need a phone system to match. Marketing, Advertising, and Operations Leader for Bauformat Seattle, Dave Giltner, had experience with several other VoIP systems in the past, including Comcast, RingCentral, and 8x8. Giltner did his fair share of research before settling on a new phone system.

Giltner's number one concern when it came to finding a new provider was reliability. Would his calls actually get through to him? What would the call quality sound like when customers called the showroom? How difficult would it be to make changes within the system?

FAVORITE FEATURES



Reliability



Call Quality



Amazing Service

"For me, it's a point of pride that we answer calls and respond to emails. If I can't answer the phones, it's not going to be of much use to anybody," says Giltner.

RESOLUTION

After extensive research and speaking to a Nextiva representative, Giltner settled on Nextiva as Bauformat Seattle's preferred communications provider.

Transitioning to Nextiva was extremely easy, as their location was brand new and they didn't have to cut ties with another provider. Giltner describes the onboarding as the easiest of all the services he's tried, especially with the help he got from their Nextiva representative and ease of use the NextOS portal offers.

Since several of their clients prefer to have their consultations in their own space, Bauformat opted out of traditional phones for their office and instead use their own cell phones and laptops to take calls via the Nextiva App. In addition to the app and NextOS portal, Giltner says they're enjoying the overall functionality that Nextiva gives their business.

"We always need to be in communication with each other; we do not always necessarily need to be in the showroom, so having a landline just isn't a good solution for us. It would be far more difficult for me to maintain than it is for me to simply have an online service. This makes my job easier."