



CLIENT: Buzz Franchise Brands
EMPLOYEES: 500
LOCATIONS: 280+
PLATFORM: Nextiva Office Pro

“ **We try to work with the best of the best, and that’s Nextiva. They are always innovating and ahead of the curve.** ”

- Kieran S., Sr. Franchise Business Coach, BFB

CUSTOMER OVERVIEW

Buzz Franchise Brands, or BFB, is a holding company for multiple home services brands. Covering 250+ territories across the United States, companies like Mosquito Joe, Pool Scouts, and Home Clean Heroes provide top-notch services through individually-owned franchises.

Headquartered in Virginia Beach, VA, Mosquito Joe became a franchise in 2012. It quickly expanded to have 35 employees at its headquarters, and over 500 employees in total. They cover states across the country, from Rhode Island to Florida, and out to Colorado.

DILEMMA

In February 2016, BFB decided to look for a new VoIP system for the BFB headquarters and all franchisees. Previously, each franchisee was hosted by a small VoIP company. The small providers lacked intuitive interfaces and technology, causing employees to spend a lot of time troubleshooting. They sent out a RFP through their partner, Oncall Telecom, and made the decision to switch to Nextiva in April 2016. The mobility features, intuitive interface, and coverage throughout the United States made their decision simple.

RESOLUTION

Nextiva Onboarding Specialists helped BFB transition to the new system smoothly, and coordinated training with headquarters and franchisees.

BFB franchisees use the Nextiva App, especially when they first begin and they serve as both the technician and office manager. The App allows the franchisees to multi-task efficiently by taking office calls while on the road.

They also enjoy the NextOS Portal for its simplicity and effectiveness. BFB can set up new lines, change voicemail messages, and more. Call recording helps their Franchise Business Coaches listen to franchisees’ calls, and for franchisees to listen in on their remote employees for training. Nextiva Analytics allows BFB to use the unique call report for their direct mail. They tag a unique phone number to each postcard, and test the effectiveness of the associated campaign. Then they can analyze the most effective strategy based on when the mail was sent, and in what neighborhood it was delivered.

BFB started with 160 lines of service with Nextiva and now have over 300, and show no signs of slowing down. They look forward to adding more franchise brands to their company, and working with Nextiva as they grow.

FAVORITE FEATURES



NextOS Portal



Nextiva App



Call Recording



Nextiva Analytics