



Northland Investments, Inc.
Midwest Franchise Partner

CLIENT: Northland Investments
LOCATIONS 38
SAVINGS: \$10,000/year
PLATFORM: Nextiva Pro Plan

“ I’m never told, ‘we can’t do that’.
With Nextiva, they are always
trying to accommodate our needs
and improve our experience. ”

– Chad Weiss, Director of IT

CUSTOMER OVERVIEW

Northland Investments, Inc. is a Midwest franchise partner for over 40 quick service restaurant locations in Michigan, Indiana, and Ohio. Starting in the early 2000s, the majority of the stores are Taco Bell and multi-branded Taco Bell/KFC locations, and they are continuing to grow throughout the Midwest.

DILEMMA

Since 1991, Northland Investments has worked with three VoIP providers. The stores were using bundled Internet and phone service provider packages, and were facing a lot of issues. One of the major points of trouble was customer service. Providers were not flexible. When they called in, it was difficult to talk to a real person and actually make changes. Stores were constantly in contact with their IT Director instead of being able to take action on their own.

RESOLUTION

In early 2015, Taco Bell corporate suggested making the switch to Nextiva, a recommended partner in service. It was ultimately decided to make the change, and the process of shifting providers began in May 2015. Steps included signing off on the Letter of Authorization to port phone numbers over to Nextiva and shipping Analog Telephone Adapters.

Branches of the franchise were added throughout the summer, and over 30 restaurant locations transitioned to Nextiva by August 2015. Since making the switch, they save about \$10,000 per year and have great customer service. The branches are able to call directly into Nextiva if they need any assistance, but have overall found service extremely reliable. Northland Investments continues to add new restaurant locations and plans on growing with Nextiva.

IN A NUTSHELL

Northland Investments, Inc. is a Midwest franchise partner for over 40 quick service restaurant locations. They were facing many customer service issues in working with three previous VoIP providers. Since switching to Nextiva for communication services, they have saved about \$10,000 per year. Northland Investments is overall happy with

Nextiva. Migration and onboarding were taken care of easily, custom billing was set up without issues, and the service has been great. As they continue to add more locations and new restaurant chains, they plan on growing with Nextiva.