



**CLIENT:** *Nothing Bundt Cakes*  
**EMPLOYEES:** 50  
**LOCATION:** 250+  
**PLATFORM:** Nextiva Office Pro

## CUSTOMER OVERVIEW

In 1997, friends Dena Tripp and Debbie Shwetz joined their kitchens with a simple mission in mind – to create delicious cakes using real, high quality ingredients for family and friends. More than two decades later, the partnership has blossomed into a beloved, nationally-recognized dessert brand. With headquarters in Addison, Texas, Nothing Bundt Cakes has grown to encompass over 270 franchises nationwide, each one managed with care to carry out the company’s original commitment to warmth, hospitality, and, of course, delicious cakes for any occasion.

## DILEMMA

As a franchise built on open, honest collaboration that strives to maintain the company’s neighborly roots, effective communication is a top priority for Nothing Bundt Cakes. That’s why the company’s IT manager, Vinny Torregrossa, began looking for a new telecom provider in December 2017. At the time, Nothing Bundt Cakes’ headquarters had VoIP service while the franchise locations ran on traditional telephone service. Torregrossa said that he knew the company needed better integration with the locations, as well as more robust levels of support and quality from their providers.

“The benefits of VoIP well outweigh using any other system. It’s really solidified in our future.”

– Vinny Torregrossa, Senior IT Manager, Nothing Bundt Cakes

“We have a very lean IT team here at our support office, so it’s challenging to manage any type of changes or configurations. I was looking for a provider with knowledgeable customer support that could implement the basic system consistently each time we open a new bakery location, while also supporting franchisees who want to customize features.”

## RESOLUTION

Nothing Bundt Cakes learned about Nextiva from their Channel Partner, TRCA, an Intelisys subagent, who connected them with a Nextiva sales representative. “After going through a demo, the Nextiva sales representative was able to show us the back-end configuration. It looked user-friendly, which was important,” Torregrossa explained. “Our bakery owners are busy and don’t have the time to dedicate to learning complicated systems. They rely on tech support for proper configuration. Therefore, the interface and the Nextiva Support team were a big selling point.”

Implementing the new system was seamless across their franchise locations as well as their corporate office. Torregrossa notes that their staff loves the NextOS portal, the device rental program, call quality, auto attendant, and voicemail to email features.

“We are growing at a rate of about 40-plus bakeries a year, and we’ve made Nextiva our preferred phone vendor. The benefits of VoIP well outweigh using any other system. It’s really solidified in our future.”

## FAVORITE FEATURES



Reliability



Voicemail to Email



NextOS Portal



Auto Attendant