



Nextiva Customer Success Story



CLIENT: On The Map Marketing
EMPLOYEES: 83
LOCATION: Miami, FL
SOLUTION: Business Communications Suite

“Countless sales have gone through the Nextiva App. It really helps us improve our sales.”

– Julian Andrews, Sales Manager

Customer Overview

On The Map Marketing is a top digital marketing agency based in Miami with offices in Los Angeles and Riga, Latvia. The company needed a platform to scale the communications capabilities of its workforce.

After migrating to Nextiva, they experienced massive revenue and employee growth. With explosive revenue growth, the marketing firm landed onto the Inc. 5000 two years in a row.

Dilemma

In 2016, On The Map Marketing needed a platform to support the company's communications needs. Staff used cell phones to complete business calls, which was quite inefficient.

This old-school approach wasted time and contributed to a disjointed prospect-to-customer experience. For example:

- Handing their cell phone over to their coworkers to “transfer” calls
- Missing high-priority calls when they were out of the office
- Stumbling into technology gaps that robbed valuable resources

The growth-focused marketing agency considered many factors before they made the switch. Nextiva won them over with its proven platform and massive value over rivals.

Resolution

Upon implementing Nextiva's platform, the company experienced much clearer client communication. Department leaders were able to measure results using Nextiva's custom dashboards. If performance wavers, they can dedicate extra resources whenever needed.

The company's growth, in turn, became unstoppable. Sales Manager for On The Map Marketing, Julian Andrews, boasted, “With Nextiva, we are able to focus on growing our business.”

The company's headcount shot up from 5 to 60 sales and support employees. This growth required the organization to expand into a much larger office space. With the ability to adjust their phone system's features instantly, new employees are ready to go on day one.

The marketing agency benefits from Nextiva's smartphone app. Their workforce stays connected wherever they go. “Getting calls on my cell phone through the Nextiva App is one of the best features,” exclaimed Valeria Nunez, an Account Manager at On The Map Marketing. Nextiva's mobile app enables professionals to keep their work and personal lives separate.

The industrious marketing company secured a spot on the Inc. 5000 Fastest Growing Companies List for two consecutive years. “A huge chunk of our growth came in 2016, which is when we started using Nextiva,” recalled Andrews. With revenue above \$3.2MM, the firm has no signs of slowing down.

Few marketing agencies double revenue and achieve meteoric growth. But with Nextiva, On The Map Marketing was able to grow fearlessly.

Business Results

203% revenue growth since adopting Nextiva.

11X growth in headcount since adopting Nextiva.

Improved transparency and efficiency in daily operations.