



CLIENT: Rainbow Ryders
LINES: 5
LOCATION: Albuquerque, NM
PLATFORM: Nextiva Enterprise

“It’s very helpful. Especially when they’re calling passengers at 6 a.m. to cancel a flight. It looks like the call is coming from Rainbow Ryders and our pilots aren’t getting calls back from the passengers directly to their cell phones.”

– Lindsay Fattor, General Manager, Rainbow Ryders

CUSTOMER OVERVIEW

Rainbow Ryders has been helping people check off their bucket lists since 1983. Founded in Albuquerque, N.M, Rainbow Ryders has been providing scenic hot air balloon rides year-round for tourists and locals alike, and is currently the number one rated balloon ride company in Albuquerque, Phoenix, and Colorado Springs, and the largest in the United States overall.

Rainbow Ryders began with just one balloon operating out of a home garage. A far cry from its humble beginnings, this business has expanded to three cities with a fleet of over 20 balloons, and now serves hundreds of thousands clients per year, showing no signs of slowing down.

DILEMMA

Lindsay Fattor, General Manager at Rainbow Ryders, says they began looking for a new phone service in 2015 as their previous phone provider didn’t allow for flexible remote work. After researching and comparing a few companies, Rainbow Ryders chose Nextiva as their new phone service provider.

RESOLUTION

Rainbow Ryders was set up and ready to go within a week with help from Nextiva’s customer support team. Opting for voicemail to email, the Nextiva App, and voice recording has helped Rainbow Ryders achieve the level of flexibility they were looking for from a new provider.

“The recording has been the number one most helpful thing. We use it more than anything to troubleshoot. Say something happened with a reservation and we need to figure out exactly what went on during the call. It’s easy to pull that call, and recordings don’t lie. Another way we’ll use it is to figure out when a phone number gets entered incorrectly. I can easily go back and verify,” says Lindsay.

Although Rainbow Ryders isn’t the only hot air balloon service in those areas, Lindsay says the Nextiva phone system gives them a competitive advantage among other companies by allowing them to stay open longer and answer more questions.

To those who are thinking of switching to Nextiva, Lindsay says Nextiva is a great choice if your business has multiple locations, as its flexibility allows for it to be managed in a relatively simple way.

“Overall, we are very, very happy we switched to Nextiva, and we’re not looking back.”

FAVORITE FEATURES



Voicemail to Email



Nextiva App



Call Recording



Nextiva Analytics