



Nextiva Customer Success Story

Client Reliance Partners
Employees 125

Location Chattanooga, TN
Solution Communications Suite



“All 125 Reliance Partners employees use Nextiva - from our CEO to our receptionist.”

– Gentry Smith, VP of Sales, Reliance Partners

Customer Overview

Reliance Partners is a freight insurance company based in Chattanooga, TN. Since being founded in 2009, the company has grown to more than seven offices across the United States. To support the business' need for a modern customer communications solution, they chose Nextiva in 2016.

Since they implemented Nextiva, Reliance has experienced accelerated growth, earning them a spot on the Inc. 5000 Fastest-Growing Companies list for three consecutive years. They credit Nextiva with providing the IT foundation for their success.

Dilemma

Reliance Partners was in search of a better way to manage its customer communication for its freight business.

As a small company, Reliance relied heavily on outbound cold calls to generate new business. They needed a unified communications platform that could let representatives move fast and give them the best opportunity to reach prospects and current customers.

Resolution

In early 2016, Reliance Partners implemented Nextiva as its business communications platform of choice. For VP of Sales Gentry Smith, one of the most pivotal benefits of the platform was its local phone numbers feature. “We prospect all over the country, so having tailored area codes is huge for our outbound discovery calls,” Smith says. “For example, I do a ton of prospecting

in the Chicago area, and my office line for Chicago is a local area code.”

Smith also credits Nextiva’s robust call analytics and reporting with keeping his team of 60 brokers motivated, focused, and accountable.

“The biggest benefit of Nextiva is the ability to see your numbers - it helps us parlay transparency into success,” Smith says. “Who’s making the most calls? Who’s having the most meaningful conversations? We use the phone system to drive accountability.”

Reliance has also benefited from Nextiva’s Live Chat and Survey tools. “We use Nextiva Live Chat to give our customers another way to reach us beyond phone or email,” says Smith. “Then, we use the survey to get a grip on which customers are happy and which ones need more time and attention.”

Smith also credits Nextiva with saving Reliance upwards of \$2,000 per year on additional software costs.

“We have 6 agents using Nextiva Live Chat, which is included in our NextOS platform at no additional cost.” Smith says. “An alternative vendor such as Zendesk would cost us at least \$1,200 per year for the same functionality - and it wouldn’t integrate with our CRM or our phone system.”

Smith highlights an additional \$900 in annual savings from the NextOS survey tool. “We have 3 managers who use Nextiva to conduct internal and external surveys each quarter. Instead of dishing out \$75 per month for 3 SurveyMonkey licenses, we use the built-in survey functionality inside of NextOS.”

Business Results

500% Growth

in revenue since adopting Nextiva.

400% Growth

in headcount since adopting Nextiva.

Better transparency

and efficiency in daily operations.