



**CLIENT:** Shelby American  
**EMPLOYEES:** 65+  
**LOCATION:** Las Vegas, NV  
**PLATFORM:** NextOS Pro Plus with Enterprise Upgrades

“We’re not going to go anywhere.  
We’re very happy where we are.”

– Rich Sparkman, Director of Technology, Shelby American

## CUSTOMER OVERVIEW

For over 50 years, Shelby American, Inc. has been a one of the most widely recognized names in the automotive industry. Producing some of the most well-known, high performance vehicles in history, like the Cobra Roadster, Daytona Coupe, and the GT40, Shelby American builds more than a car—they build custom collectables.

## DILEMMA

With a well-known name and big reputation, Shelby American responds to customer service calls from across the globe. Due to some issues with their previous communication system, including too many touch points and in-house programming, they began looking for another provider.

“What I was looking for was an all-in-one cloud-based solution that was easier for me to manage, more reliable and robust than what we had before, and had excellent customer service,” said Rich Sparkman, the IT Director at Shelby American.

As luck would have it, two Nextiva representatives showed up to drop off a business card while they were in the process of researching providers.

## RESOLUTION

After listening to the Nextiva representatives, Sparkman settled on Nextiva as Shelby’s new phone service provider. Sparkman says the transition to Nextiva only took about two days to complete and it was easy to train their staff since their previous system had similar features.

“I can’t really say enough about the support. Nextiva is top-notch when it comes to any issues that I have. It is thorough, it is responsive, and it’s professional. From my perspective as the IT Director, it’s really the forefront of my requirements for any vendor that we deal with. We have to be able to reach out to support and resolve an issue very quickly.”

Shelby employees and customers alike were impressed with the upgrade in call quality and began describing it as “HD calling.” In addition to clear call quality, Shelby was able to cut their business communications costs by more than 50% while upgrading to a more professional product.

“Phone calls pretty much fuel everything that we do here, so our phones have to be available, they have to be reliable, and they have to always be on. And we get that availability and reliability through Nextiva. We’re not going to go anywhere. We’re very happy where we are.”

## FAVORITE FEATURES



Reliability



Amazing Service



Ease of Use