



## STANLEY STEEMER®

**CLIENT:** Stanley Steemer  
**EMPLOYEES:** 70  
**LOCATIONS:** 2  
**PLATFORM:** Nextiva Office Pro

“Nextiva Support is unbelievable...I never have to make the same call twice, because they always get it right the first time.”

- Jeff Bratschie, Franchise Director of Operations, Stanley Steemer

### CUSTOMER OVERVIEW

Stanley Steemer franchise locations offer residential and commercial cleaning services including flooring, furniture, air ducts, and 24/7 water restoration. With their commitment to quality service, they train employees to exceed customer expectations. For over 40 years, Stanley Steemer has been welcomed into homes and businesses as trusted experts to take care of their flooring for healthy work and home environments.

### DILEMMA

Two Stanley Steemer franchise locations in Charlotte, North Carolina and Bernalillo, New Mexico had Avaya phones with a PBX for ten years. The PBXs in North Carolina and New Mexico communicated with each other, so the company's Customer Service Advisors (CSAs) could answer calls for both locations. Whenever a problem such as a dropped call, poor call quality, or a system outage occurred using the PBX, Stanley Steemer wasn't sure if it was an issue with the carrier, internet, or the equipment provider. This resulted in calling many people seeking a solution, and often none could provide an answer as to why the issue was happening.

### RESOLUTION

These repetitive issues led the two locations' Director of Operations, Jeff Bratschie, to research various communications systems. A key factor in selecting the right provider was finding one that could enable easy transfers between New Mexico and North Carolina, and the corporate call centers. In their search, they came across Nextiva, and after reviewing Nextiva's features and capabilities, they switched in March 2017.

Stanley Steemer's onboarding process was simple. Bratschie said it was easy because Nextiva was responsive and clearly communicated what needed to be done via email.

They take advantage of the Call Recording and Analytics features. They record their CSAs to listen for coaching, and utilize the recordings to improve as a company and enhance their customers' experience. The company uses Analytics to see the call volume CSAs receive to evaluate performance. They track the number of calls that come in to the business daily, and look at the call log and see the jobs to calculate the close ratio.

“The main benefit of Nextiva is the cloud-based system, and the customer service is fantastic,” Bratschie commented. “The system is easy to use, and Nextiva has all the features we need.”

### FAVORITE FEATURES



Call Recording



Nextiva Analytics



Amazing Service