



VINO NOCETO



**CLIENT:** *Vino Noceto*  
**EMPLOYEES:** 20  
**LOCATION:** Plymouth, CA  
**PLATFORM:** Nextiva Pro Plus

## CUSTOMER OVERVIEW

Founded by Jim and Suzy Gullet near the heart of California’s Amador County, Vino Noceto has been “California’s Sangiovese Specialist” since 1987. Located in the Shenandoah Valley, Vino Noceto provides quality Sangiovese wines to restaurants and stores across the nation, and even across the globe.

## DILEMMA

Serving over 40,000 customers and producing over 10,000 cases of wine yearly, Vino Noceto’s copper POTS phone system needed an upgrade. Having a reliable phone service provider is a big key to making their business as successful as it has been for the last 30 years.

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“Our value is in providing people with the best possible experience. When [customers] are making a reservation, we

“ For us, the guest is always first, and the phone system allows us to keep them top of mind. ”

– Lindy Gullet, General Manager, Vino Noceto

need to get back to them before another winery does,” says Lindy Gullet, Vino Noceto’s General Manager.

Vino Noceto started looking for another phone service in 2015, as their last phone service was unreliable, expensive, and retrieving their messages from the answering machine was difficult. After looking at two different phone service options, Vino Noceto settled on Nextiva.

## RESOLUTION

“One of the things we were most interested in was finding something that had a really friendly user interface so that even our non-technologically savvy staff would be able to set up call forwarding, and be able to change where calls had to go,” says Lindy.

Upon deciding to continue with Nextiva, Vino Noceto was able to cut their phone bill in half and add more features with higher call quality. Since switching to the Nextiva service, Vino Noceto has had virtually zero issues..

According to Lindy, Nextiva has reduced their response time for calls and voicemails and are enjoying the benefit of getting individual voicemails straight to their email inbox, especially their events manager. Lindy says Nextiva’s phone service has been especially invaluable to Vino Noceto for their most important business objective: happy guests.

## FAVORITE FEATURES



Reliability



Call Quality



Amazing Service