



TRIUMPH IN THE WORK-FROM-ANYWHERE ERA

How three small businesses are gaining newfound mobility

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Break free with mobility

Modern business is mobile. In fact, 75% of small and mid-sized businesses believe the freedom to work from anywhere (WFA) is the new norm. If you're still debating whether or not a WFA model is right for your business, check out these stats:

- **72%** of workers prefer a hybrid remote-office model
- **30%** of workers are more productive and engaged working from home
- Employers can save over **\$11,000** per year per employee from the lower cost of office space, increased productivity, reduced absenteeism, and less turnover

The ability to work from anywhere, at any time, on any device continues to grow. Now, more than ever, it's crucial for your business to go mobile.

With the right cloud-based communications system, you and your employees can easily work on the go. Whether you're on the road, at home, or in the office, stay connected with your team and customers at all times.

Here are three success stories of businesses thriving in the work-from-anywhere era with RingCentral.

ANYTIME ANYWHERE COMMUNICATION

**Business type**

Supply chain logistics

Employees

10

Location

Cincinnati, OH

Website

<https://www.go-veritas.com/>

About Veritas Logistics

Veritas Logistics is a nationwide third-party logistics company with nearly two decades of experience in freight, transportation, and shipments.

Bottom line

Veritas Logistics understands that client communication doesn't end when an order is booked. In order to grow the business, the team wanted to stay connected with customers throughout the entire shipment process. This led to the company's search for a flexible, reliable, and mobile phone solution. After gaining access to RingCentral's business calling and texting capabilities, Veritas Logistics is now able to deliver outstanding client service 24/7.

Challenge

Moving products from A to B is no easy task. Because Veritas Logistics is quickly becoming a go-to logistics partner for shippers, communication is key. Brian Hastings, Supply Chain Leader at Veritas Logistics, shared, "Every job we take on—whether it's a brand wanting to ship inventory to several retail stores simultaneously, or a retailer asking for a delivery from its warehouse—begins with communication."

It was clear that Veritas Logistics wanted a new communications system that could smooth operations and tighten connections between employees and customers.



Solution

Veritas Logistics saw RingCentral as the perfect solution for keeping its business connected 24/7. Thanks to RingCentral's cloud-based communications system, the Veritas Logistics team stays accessible to clients from anywhere. They never miss a call, which is key given every call can equal more money for your business.

“If we’re in the office, business calls ring on our desk phones. But if we’re away, those calls ring simultaneously on our RingCentral mobile app, meaning we never need to worry about missing an important client call because someone stepped out of the office.”

Brian further shared that phone calls are no longer the only way his team leverages the RingCentral platform—both on their computers and their mobile phones—to stay connected with clients and carriers.

“RingCentral’s SMS texting feature is fantastic. If I want to send a quick update to one of our drivers, the app lets me send that text from my business number. That’s such an easy, timesaving way to stay connected with our business partners throughout the process—because with everything moving to digital platforms, it’s much easier to communicate via text.”

When large shipments need more attention, Brian can use the Bulk SMS feature to compose a single message and send it to a group of phone numbers through the RingCentral app—each recipient receives the message as a direct, one-to-one text from Brian. Think about all the time Brian can save with this new feature at his fingertips.

“The Bulk SMS makes it so much faster and easier to contact 10 different companies for a shipment. Let’s say I have a shipment from Dallas going to Sacramento. I’ll go into my database, pull up 10 drivers in that region, draft one SMS message with the shipment details, and then I can send it to all 10—individually—at the same time. That might take me a couple of minutes, whereas having 10 one-on-one calls with those carriers could take me 4 times as long.”

Because Veritas Logistics is growing quickly, it needed a solution that could easily scale and grow with the business. RingCentral delivered in a big way.

“We’re growing rapidly, adding new clients and carriers to our network at a fast pace. And because we have such a flexible and easy-to-scale phone solution, we can continue growing without having to worry that taking on too many clients or jobs will in any way undermine our ability to provide outstanding client service.”

With RingCentral, Veritas Logistics can communicate and collaborate with employees, shippers, receivers, and carriers no matter where they are, 24/7.



OUT WITH THE OLD IN WITH THE NEW

**Business type**

Plumbing, HVAC services

Employees

30

Location

Stillwater, OK

Website

<https://youneedadvantage.com/>

About Advantage Plumbing

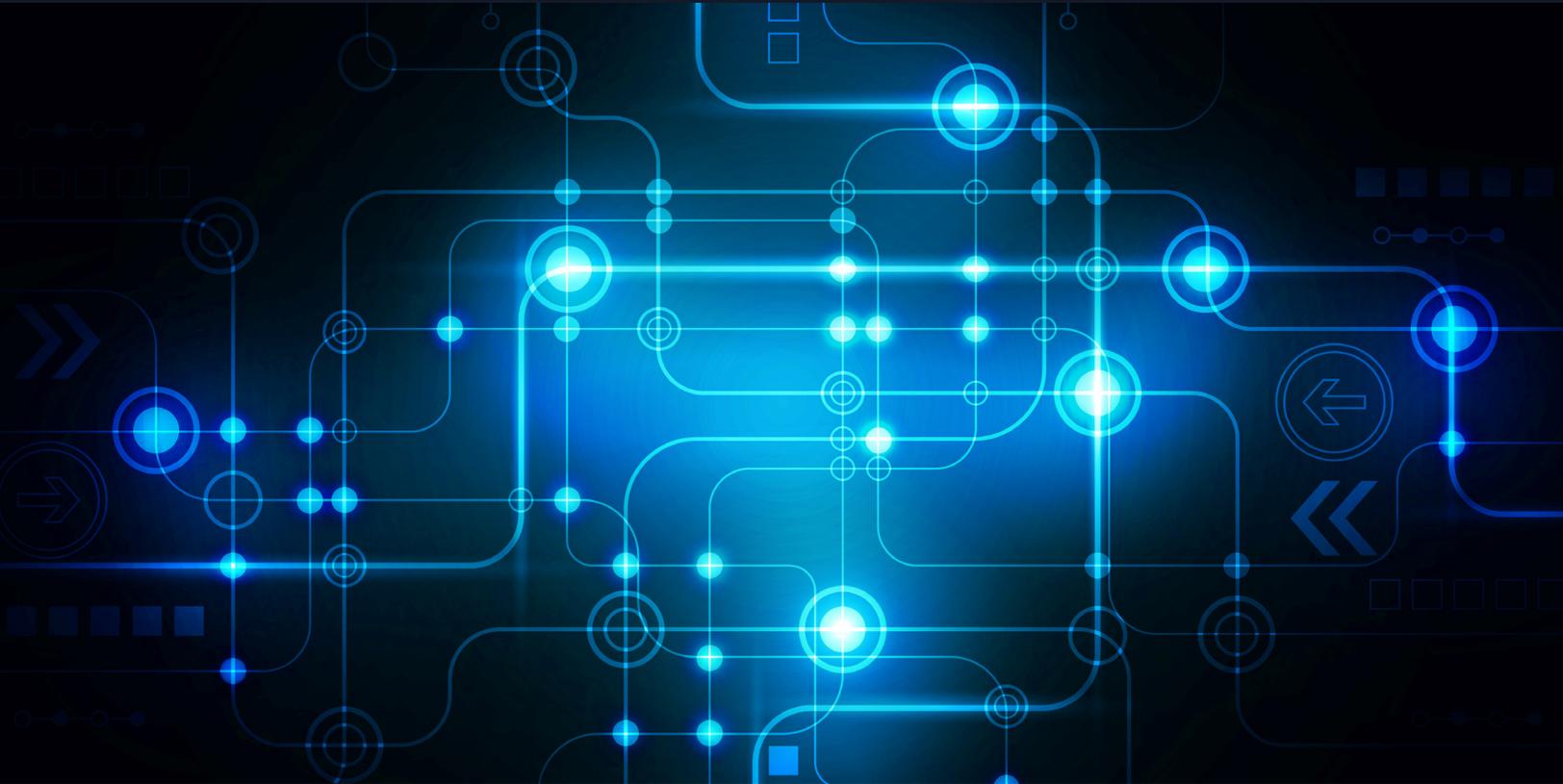
Advantage Plumbing has been offering plumbing and HVAC services to North Central and North East Oklahoma since 1968.

Bottom Line

Advantage Plumbing ditched its outdated phone systems and upgraded to RingCentral. With RingCentral's communications solution, the company has reduced the overall cost of its telecom services. The company is no longer paying long-distance rates for calls between office locations, and technicians have reduced their number of call attempts to customers by 75% while in the field.

Challenge

As Advantage Plumbing increased the number of services offered and expanded its service area, connecting technicians with clients became extremely difficult. The acquisition of another HVAC company 60 miles away meant the company was managing two outdated phone systems, leading to plenty of workflow inefficiencies. The company needed a modern phone system that could simplify operations, keep employees connected and efficient, and make it easy to work from anywhere.



Solution

Before RingCentral, the company used landline phones, and field service technicians used their personal cell phones on the road. Macy Sorrell-Devereaux, Operations Manager at Advantage Plumbing, shared, “Because customers didn’t recognize our techs’ mobile numbers, about 50% of the time they just wouldn’t answer.”

After upgrading to RingCentral, communication with customers has been smoother than ever. Steve Trompler, IT Manager at Advantage Plumbing, shared:

“Here’s an example of why RingCentral is a game-changer for us. A customer had an HVAC issue, and I gave her my direct number, which I can access anywhere with my RingCentral mobile app. She texted me some key info at 8 pm. I was able to text right back, and we solved the problem. That customer doesn’t have my personal number, but she knows the Advantage team is responsive anytime, anywhere. That’s the type of service that keeps us growing.”

The company rolled out RingCentral to the entire team: Adding RingCentral softphone capability to the office staff’s computers and the mobile apps to all field technicians’ company-issued tablets. The benefits, Steve points out, have been extraordinary.

“Now that our techs’ calls to customers are coming from their RingCentral mobile apps, the customers see that it’s Advantage calling, and they answer. That means in most cases we’ve cut those attempts to connect with customers from four calls down to one.”

75% fewer call attempts needed for technicians to reach customers while in the field.

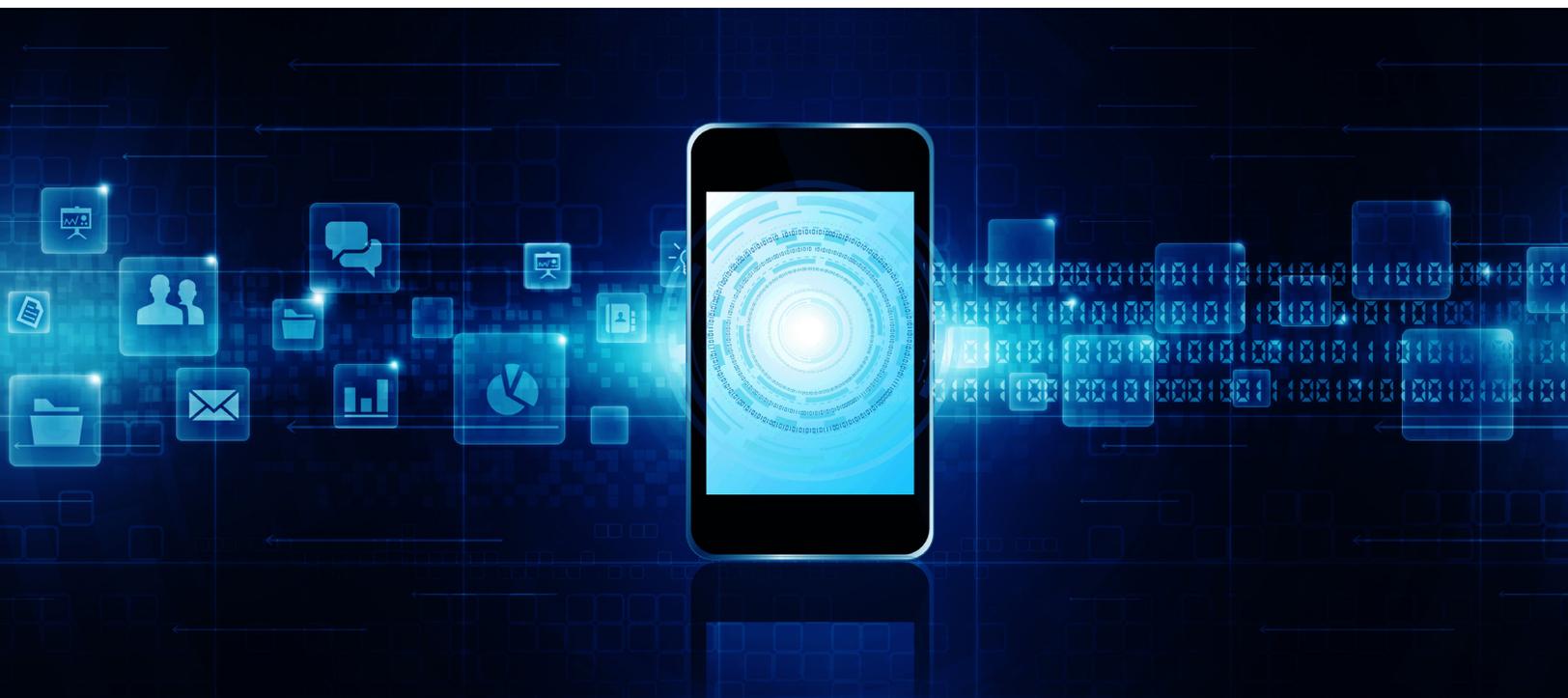
In addition, Advantage Plumbing is saving costs by paying less for an answering service. Instead, with RingCentral, the team can easily set up automated menus to redirect callers to voicemail for non-emergencies. And the cost savings don’t stop there.

“We’ve also lowered the costs of our overall telecom service because we no longer have to pay the 10-digit long-distance rates for calls between our office locations. Those are all internal calls now, all on our shared RingCentral system.”

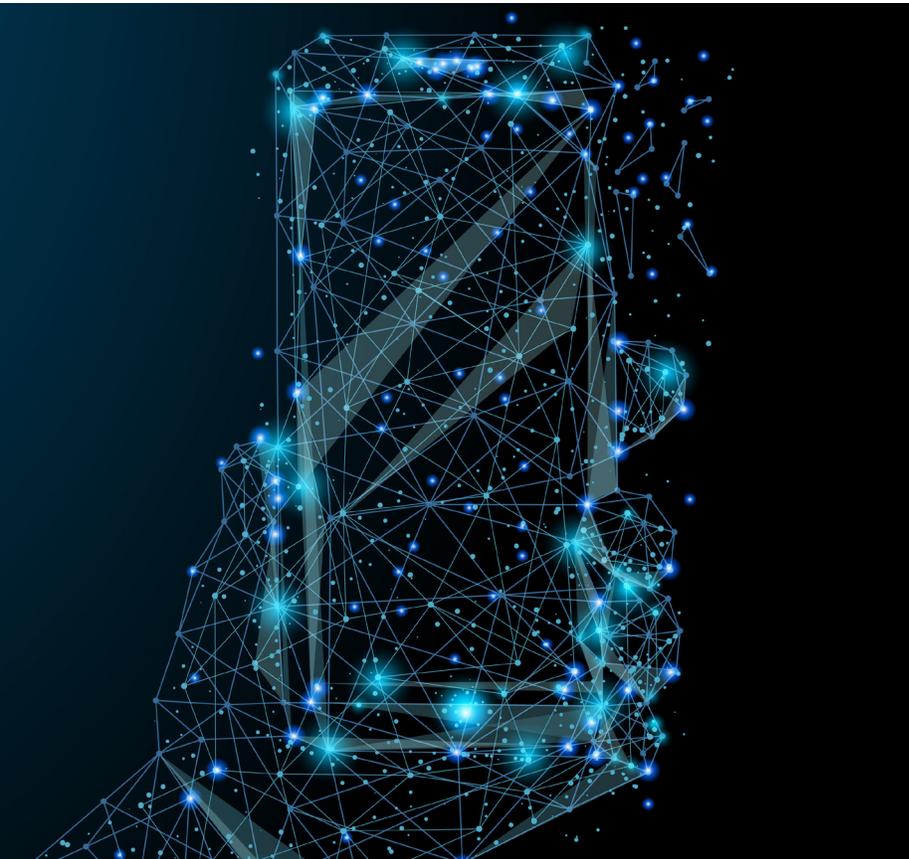
0 long-distance charges anymore to connect the company’s office locations in different counties.

Now, rather than just communicating via phone calls, Advantage Plumbing can communicate via team messaging and SMS as well. Macy shared:

“Our field techs are also using RingCentral’s built-in team messaging feature to improve their work. When they’re at a job site, they’ll take pictures of the problem AC unit or plumbing fixture and send those pics to the office using the messaging app. That way, we can work up a quote for the job in real-time, which they can give to the customer right then.”



“The SMS feature is creating a lot of opportunities for us. It lets customers make first contact by text rather than a call, which many seem to prefer. It also makes it easy for our techs to communicate with customers by SMS message if that’s how the customer would rather do it. It’s really helping us capture new business and provide a better experience for customers.”



Although the management team did have concerns about upending the telephony routines of everyone across the company, Steve points out that the migration to RingCentral was extremely smooth. “The apps are very intuitive, and people just got it,” he says.

RingCentral’s customer service has also been an enormous help. Steve shared a story to prove it.

“I’ve had to call RingCentral Tech Support only once when I had what I thought was a tricky question about adding a level to our automated phone menu. The support rep said, ‘Don’t worry; this is easy,’ and then he set it up in 5 minutes. Now I can do it in 5 minutes as well.”

RingCentral has been a clear game-changer for Advantage Plumbing. Owner Dale Sorrell sums it up best:

“RingCentral is saving us money, helping our techs be more efficient in the field, and letting us deliver better service to our customers. Overall, a pretty good investment, I’d say.”

WINS WITH REMOTE AND HYBRID WORK

**Business type**

Legal services

Employees

300

Location

Various

Website

<https://www.lawampm.com/>

About Finkelstein and Partners

With 300+ employees in multiple offices, Finkelstein and Partners has been offering legal services for more than 60 years.

Bottom Line

Finkelstein and Partners was on the hunt for a cloud-based communications platform that would sync with Salesforce and simplify workstreams. After some research, the company learned about RingCentral's Salesforce integration and its complete suite of advanced communications features that fully support remote and hybrid work. The firm found RingCentral to be a cost-effective solution that combined phone capabilities, video-conferencing, team messaging, and more from the cloud.

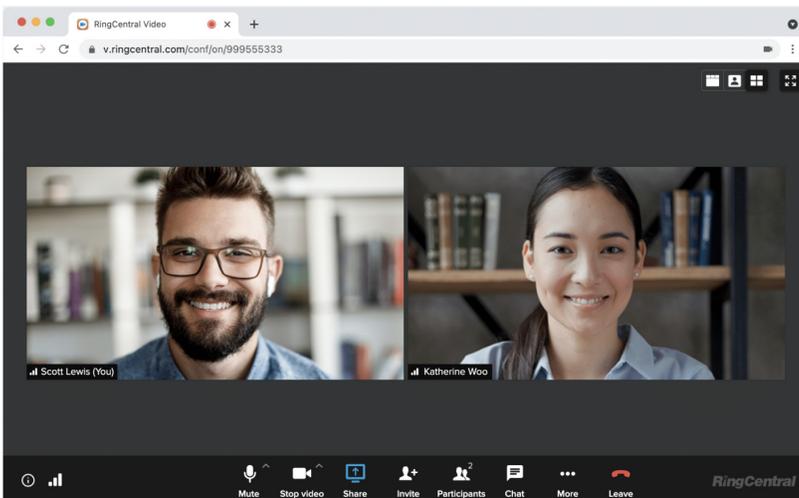
Challenge

When the time came to retire their 30-year-old case management system, Finkelstein and Partners knew it wanted to upgrade to a cloud-based communications platform that could integrate with Salesforce, modernize operations, and be cost-friendly. When the pandemic came, the need for a communications system that fully supported remote and hybrid work accelerated. Enter RingCentral: A best-of-breed solution that checked every box in Finkelstein and Partners' communications wishlist.



Solution

The bulk of the firm’s legal documents requires in-person witnesses and notaries to sign off on the validity of the files. To solve the inability to see a client sign a document, Finkelstein and Partners’ team deployed RingCentral Video to enable “in-person” meetings between clients and attorneys to personally witness signings for notarizations. The firm’s CTO, Franz Kistner, shared:



“When you prepare for trial, there are a lot of legal documents. We started utilizing DocuSign, which has an electronic notarization feature, and now RingCentral Video allows us to get permission and see the clients sign the documents.”

In addition to the videoconferencing, Franz appreciated the cloud-based system that made it easy for employees (spread across multiple locations) to work from anywhere.

“We’re using the team messaging feature, the softphones, and RingCentral Video. Everyone has a phone, and if they don’t need all the features, at a minimum they have an app with their home computers. They can make and receive calls, do joint conference calls, and get voice messages. Everyone converted to the new system within just a couple of days.”

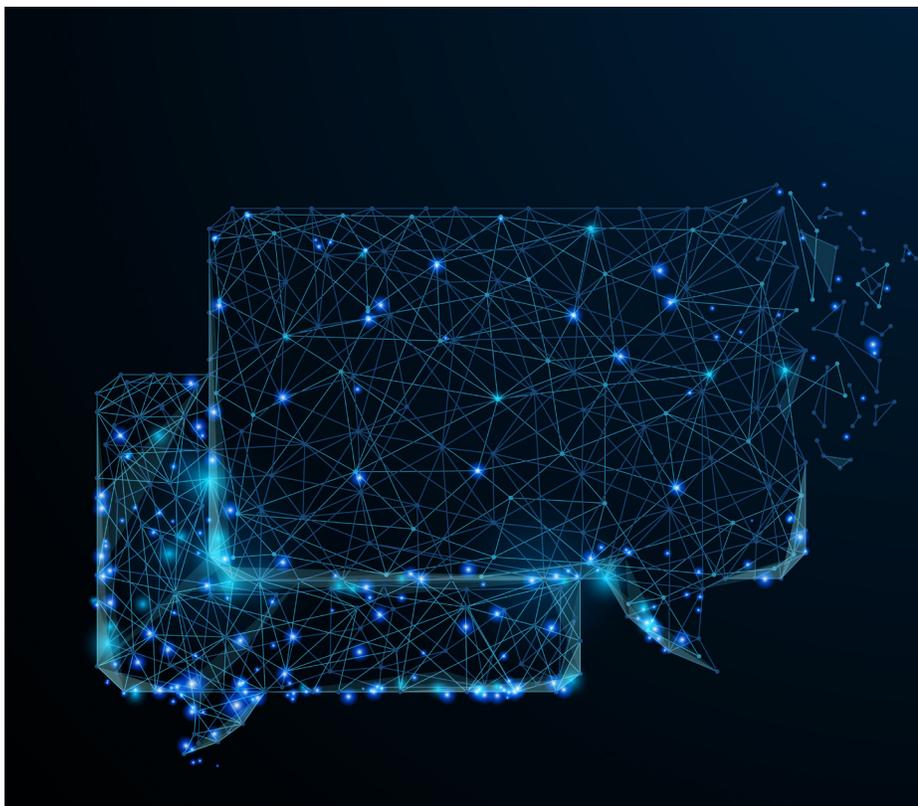
Adjusting to a remote work model and cloud-based systems was new territory for some employees at Finkelstein and Partners. But with RingCentral’s ease of use, learning the new system was a breeze.

“Before we had RingCentral, it would have started a small revolution to take away phones from their desks. But now, after having everyone work from home and using these tools, they’re more familiar with them. Within a week, everybody knew how to install the app on their mobile devices and had the applications on their PCs at home.”

With a Salesforce integration and a full suite of communications features at their fingertips, the team can get work done without interruption. Franz shared:

“Migrating to RingCentral worked out well beyond my expectations.”

As the firm navigates both remote and hybrid work, the team is fully set up for success with RingCentral by their side.



GO MOBILE WITH RINGCENTRAL

Are you ready to truly work from anywhere? Stay connected to your employees, customers, and vendors, wherever you go with RingCentral's award-winning solution.

Imagine a world where desk phones are no longer mandatory, but optional. Or one where you can easily switch between devices in the middle of a call uninterrupted. This is all possible!

Ditch outdated communications systems—everything you need can now be easily accessible in one app. Start managing all your business communications on the go via your phone, tablet, or laptop.

RingCentral helps small to mid-sized businesses gain newfound mobility. On average, businesses that partner with RingCentral for their communications and collaboration needs see the following:

- **68%** increase in employee mobility
- **50%** decrease in-person meetings
- **33%** increase in employee productivity
- **47%** increase in customer satisfaction
- **52%** increase in ROI

And did we mention that you can leverage 250+ integrations in the [RingCentral App Gallery](#)? We're talking about integrations with all your favorite apps, like Salesforce, Microsoft 365, and Google Cloud.

With innovative features, 24/7 customer support, and an affordable price tag, it's the perfect choice for small businesses looking to improve their mobility.

Learn more about RingCentral by visiting business.frontier.com/unified-communications

Methodology

- RingCentral and Ipsos surveyed the following:
 - 2,000 Americans, British, French, and Australians aged 21–65
 - 1,000 Germans aged 21–65
- Characteristics of survey respondents:
 - Small and mid-sized businesses with 1–399 employees
 - Employed full-time or employed part-time and worked two jobs before the onset of the COVID-19 pandemic
 - Audience includes business decision makers, non-business decision makers, frontline workers, and information workers