



Goodwill Dramatically Reduces Monthly Communications Expenses and Increases User Satisfaction



Samuel Robinson
Head of IT
Goodwill of S. Florida

“For any organization —whether it is a mom-and-pop store or a large organization with thousands of users, I would recommend RingByName.”

Modernizing and simplifying communications

Goodwill Industries of South Florida helps thousands of disadvantaged people by running a network of donation centers and retail stores throughout the greater Miami area. With 3,000 employees and 35 retail stores it is the 6th largest of 178 Goodwills in North America.

Realizing their various locations were on multiple, and sometimes defunct, phone systems they wanted to transition to a modern system across the organization that was advanced enough to provide a best in class customer experience while being simple enough that HQ and remote employees, many of which work with disabilities, could use it effectively. Being Goodwill, the system also had to be cost competitive.

Challenges

- Poor customer experience from outdated systems
- Large number of different users with different needs
- Limited budget as a non-profit

Solutions

- Deliver a unified system across all locations
- Flexible feature set to address each employee's needs
- Robust enough for business users, simple enough for disabled team members
- Low upfront capital investment

Results

- 43% reduction in monthly phone bill
- 79% increase in user satisfaction
- Tens of thousands of dollars in annual savings from repair costs of outdated equipment
- Employees got precisely what they needed, with the flexibility to change as needed

Different users, different needs, one system

Goodwill has hundreds of executives, managers, and staffers in its corporate headquarters. These users are used to and need an enterprise phone system with all the required business features. They also have more than a thousand employees at their retail stores and donation centers. These users generally don't work at a desk and most don't use the phone in conjunction with their computer.

Because their phone systems were so disparate and antiquated, they often had outdated messages and routing in place for months. So caller experience suffered and the brand was being degraded.

Goodwill needed a way to upgrade all their users -- at the corporate office and all the remote locations -- to a single system, replace all the phones in every location, and repair or replace inside network wiring at many locations. And they needed to do all this without expending significant upfront capital.

The test for the best

Goodwill reached the breaking point with their phone service and initiated a cautious and deliberate evaluation process. They spoke with numerous user groups, devised a set of requirements, and met with leading technology and service providers including Cisco, Mitel, ShoreTel, RingCentral, and RingByName.

Several providers were invited to participate in a trial with groups of Goodwill's various users. The solutions were evaluated from numerous perspectives including the IT department, HQ based management, and retail store managers and staffers. *RingByName outperformed all other solutions and testers demanded to keep it.*

Once the new platform was in place, the benefits became obvious. As a result of implementing RingByName Goodwill is seeing:

- 43% reduction in monthly phone bill
- 79% increase in user satisfaction
- Tens of thousands of dollars in annual savings from repair costs of outdated equipment

“RingByName is the most proactive company I've ever worked with. They call us with updates, and alert us when our system needs attention, before we even know it.”

Samuel Robinson, Head of IT, Goodwill of S. Florida

Getting way more than a phone service

RingByName is a cloud based communications platform for businesses large and small. Goodwill recognized that our best-in-class features allowed it to build and retain relationships with their customers while keeping their unique workforce engaged and productive.

With a modernized and streamlined system in place Goodwill continues using RingByName as their phone service to:

- Minimize communication costs
- Meet the business needs of all employees in a single system
- Increase customer satisfaction and ease of communication

About Goodwill Industries

Goodwill Industries of South Florida helps thousands of disadvantaged people by running a network of donation centers and retail stores throughout the greater Miami area. As the 6th largest of 178 Goodwills in North America with 3,000 employees (1,200 with disabilities), 35 retail stores, and 57 attended collection centers the South Florida group generates \$125 million in annual sales. Goodwill strives to be the leader in providing services to those with disabilities who want to work. To learn more visit goodwillsouthflorida.org.



Visit RingByName.com to learn how you can win more business and save money with our cloud based phone platform