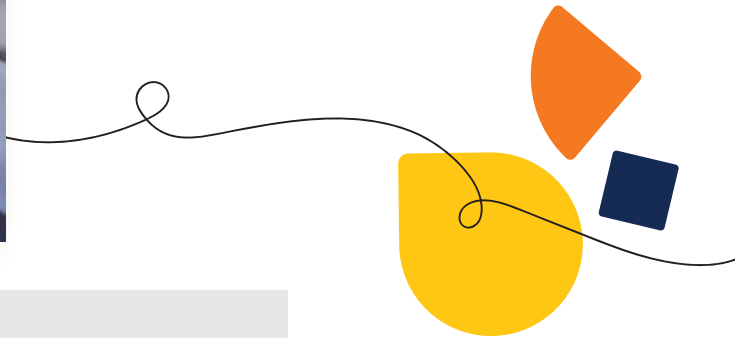




Novatech

RingCentral MVP, Video, and Contact Center Keep this Managed IT Provider Connected, Selling, and Growing—Even Through COVID



Company Profile

Novatech was Founded in 1998.

Technology Solutions for the 21st-Century Managed Office. Novatech is Your business partner for IT, Print, Cloud and Security.



Size

400 Employees

Website

novatech.net

Headquarters

Nashville, TN



If a client or prospect needs an all-in-one communications platform, we recommend RingCentral. You can chat, video, call, text, all from one app on your computer or mobile phone. We love RingCentral, and that's what we tell our clients.



Brad Bromelow
Chief Technology Officer

A leader in business technology solutions for firms throughout the US

When a new business launches, or an existing enterprise prepares to expand, the technological decisions can be overwhelming. It's unlikely the company will have in-house expertise that spans networking, computer maintenance, cybersecurity, cloud services, data backup, and managing equipment such as multifunction printers. But thousands of firms have throughout the US found a solution: the managed office services that Novatech offers.

For more than 25 years, Novatech has built a reputation as a trusted partner for managed IT, cloud services, print and document technology solutions, and security operations. In fact, businesses in the industries where these services are the most mission-critical for regulatory and security reasons—such as legal and healthcare—are among the largest segments of Novatech's client base.

Through a combination of organic growth and strategic acquisitions, Novatech has become one of the country's leading providers of full-service managed office solutions. Today the company has hundreds of employees in nearly 20 locations across the US.

In recent years, Novatech's accelerated pace of acquiring businesses and opening new offices of its own, across different geographic areas, presented the company with an opportunity to streamline its IT technologies and create new operational efficiencies.

Improved standardization to better align the company's communications

Brad Bromelow, Novatech's Chief Technology Officer, explains that as the company expanded its operations, the leadership team decided to take a proactive approach to standardizing its IT communications.

"Rather than trying to maintain each newly acquired firm's legacy telephony systems, we realized we could use this rapid-growth period to move to a

single-source cloud platform and create one unified communications environment for the entire organization."

RingCentral enables one communications environment companywide

The company's RingCentral implementation involved first migrating all employees to RingCentral MVP for integrated, cloud-based phone, SMS, chat, and conferencing on any device.

"As a distributed organization, bringing everyone onto the RingCentral app was a big turning point for us," Brad says. "Any employee could now make work calls on their cell without having to give out a personal number, and our sales reps could use the app to text message with prospects from anywhere, also using their business number. We hadn't had those capabilities before."

When the lockdowns started, our sales team really appreciated having a user-friendly video conferencing solution they could access on any device. They couldn't physically visit prospects or clients, but they could continue having face-to-face talks with them—and that made a big difference.

Brad Bromelow

Chief Technology Officer

Streamlining client support operations with Contact Center

Building on the success of the RingCentral MVP deployment, Novatech applied the same consolidation and streamlining strategy to its client-support operations, with RingCentral Contact Center.

"All of our departments, from billing to sales to supplies to tech support and others, have their own support teams handling calls," Brad explains. "With RingCentral Contact Center, we were able to bring all of those calls into a centralized cloud platform and route the caller to the right team's queue."

“We can also use RingCentral’s reporting to monitor volume, traffic, and other details to help each department make sure it’s covering the phones sufficiently to give an outstanding client experience.”

He adds: “RingCentral’s reporting dashboards are amazing. We put them on screens all over the office, which lets our supervisors monitor call traffic in real-time, and lets our sales teams show prospects touring the office how dialed in we are to our support and sales operations.”

RingCentral Video improves team cohesion and sales efforts

Novatech’s most recent RingCentral rollout has been the conferencing platform RingCentral Video, which integrates seamlessly into the company’s existing RingCentral environment. As Brad explains, this video platform proved extremely beneficial during COVID.

“Thanks to RingCentral Video, we were able to have both the everyday impromptu coworker discussions and the larger, department-wide meetings. That personal, face-to-face connection kept us close, and feeling more like a team, when it would’ve been very tough to do that otherwise.”

Brad Bromelow
Chief Technology Officer

In fact, Brad explains, RingCentral Video played an important internal role as well, helping the company maintain a sense of connection and cohesion while the offices were largely empty and most employees were working from home.

“The RingCentral Salesforce integration has been huge for us. Now our sales reps can just click to dial a prospect right from their Salesforce environment. I don’t remember seeing these reps happier with a tech tool. And with 100 salespeople across the org, that feature is saving us a massive amount of time.”

Brad Bromelow
Chief Technology Officer



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