



AT A GLANCE



Website: www.hgitechnologies.com/
Industry: Office Solutions
Location: Miami, FL
Type: Private
Founded: 1921

Challenges

- Lack of unified communications across locations
- Poor features and inflexible PBX management stifled staff communications
- High costs to maintain and upgrade PBX

Product

- AirePBX Cloud Phone System

Results

- Single, unified communications platform connected all staff between locations
- AirePBX Accession Mobile application enhanced staff ability to engage in field sales and service
- HGi gained the ability to independently make changes to their PBX system
- Reduced costs by 30%

Customer

Since their beginnings in 1921, HGi Technologies has provided practical, comprehensive office solutions to business customers for nearly 100 years. As a provider of both high-grade equipment in addition to complex software, HGi maintains a well-trained and award-winning customer service team to assist businesses with delivery, installation, and repair of its products. HGi holds a rare distinction as a PROS Elite 100 dealer, a certificate in the office imaging industry awarded to only one dealer in any market for providing world-class service and delivery. Not only that, but HGi was also voted a Top Place to Work in South Florida by the Sun Sentinel.

With thousands of business customers relying on HGi Technologies to deliver and maintain industry leading office solutions, it is imperative that HGi's own communications system is equipped to handle customer service traffic across all of its locations.

Challenge

Before switching to AireSpring, HGi used a premises-based NEC PBX across its three locations. Voice quality was adequate, but the system was inflexible and lacking in robust features. As a modern office solutions company, HGi required a modern office phone system with an advanced set of features and unified communications capabilities.

"Our vision was to have all of our branches function as if they were a single phone system," said Blake Siemon, Vice President of HGi Technologies. "With our previous system, we could transfer calls between our branches, but it was cumbersome. We were forced to continuously buy multiple phone numbers so that our customers could easily contact their representatives. At one of our locations, we essentially carried an extra employee just to answer the phones because of this limitation."

Not only was HGi Technologies using an outdated system which hindered communications, but they felt they were paying more for less. Seeking a modern business phone system at a reasonable price, they reached out to a communications consultant who recommended AireSpring.

"Most of our staff spend time in client's offices, so the ability to have our phone line ring to our cell through the Accession Mobile app helped maximize our ability to service clients."

- Blake Siemon, Vice President

Solution

Transitioning from a premises-based system to a brand new cloud PBX solution comes with some obstacles, but AireSpring's dedicated customer service team worked closely with HGi's staff to iron out any issues they encountered. AireSpring delivered its AirePBX Cloud Business Phone System to HGi Technologies' three locations, and HGi instantly saw a 30% reduction in phone-related expenses.

In addition, they started to take advantage of AirePBX's unified communications capabilities. AirePBX operates as a single phone system no matter how many locations are integrated. Staff in any of HGi's three offices could answer, redirect, and transfer calls as if they were in the same building. Phone number assignment became simple, since HGi's IT staff could independently add and move DIDs in response to their shifting business requirements. Using AirePBX's desktop portal, HGi could create multi-line hunt groups based on department level and incoming call processes to optimize inbound customer service flows all on their own.

HGi also took advantage of AirePBX's Accession Mobile and Desktop applications. "Most of our staff spend their time in client's offices, so the ability to have their phone line ring to their cell through the Accession Mobile App helped maximize our ability to service clients," said Siemon. Finally, Siemon was pleased that AirePBX allowed for direct lines, softphones for disaster recovery, and failover circuits to ensure business continuity in case customers dialed in.

"I think the biggest compliment I can give is that I really don't think about the phones anymore. It's just not on my radar. I can honestly say I spend my time focusing on other things."

- Blake Siemon, Vice President
