



Problem

ReedTMS' on-premise phone system limited flexibility and uptime. It required their internal IT staff spend valuable time managing and maintaining the system and offered little to no redundancy in the event of a disaster.

Solution

ReedTMS partnered with TeleVoIPs in 2019 to improve their telecom uptime and leverage advanced communication tools that help their large logistics organization communicate efficiently, provide the best possible customer service, and give their team more flexibility. They leverage TeleVoIPs support to manage their phone system, freeing their IT staff from administrative tasks. They employ TeleVoIPs' high-level call reporting, quality control measures, and analytics to measure employee performance and KPIs, ensuring their clients are always well taken care of. When the 2020 COVID-19 pandemic began, the TeleVoIPs team seamlessly transitioned the ReedTMS phone system to a fully remote model. The partnership keeps ReedTMS on the cutting-edge of technology so they can continue their hypergrowth.

Reed TMS Logistics: Enhancing 3PL Services With Advanced Communication Tools

ReedTMS Logistics is a family-owned and operated third-party logistics provider (3PL) that has been in business for more than 20 years. They operate 24/7 and manage over 125,000 shipments for more than 600 customers each year. In the past 5 years, ReedTMS has more than tripled revenue and more than doubled their team. Partnering with TeleVoIPs Business Phone Solutions has improved their operational uptime, training and development program, and both the customer and employee experience.

Phone System Management & Uptime

Prior to working with TeleVoIPs, ReedTMS' on-premise phone system limited flexibility and required internal management. Leaning on TeleVoIPs to manage moves, adds, changes, and call flow needs within the phone system has helped their IT department accomplish important technology and infrastructure goals.

"Making the switch to TeleVoIPs took the weight of onboarding, offboarding, and call flow changes off our internal IT team and allowed them to devote their focus to more pressing, high-level technology projects. The TeleVoIPs support team worked directly with our managers and IT to ensure the transition was smooth. They also assisted with setting up our team to work remotely at the beginning of the pandemic. They collaborate with us to ensure call flow works well for our users and clients and assist our staff whenever troubleshooting and training is required. They've ensured solid phone system management, a fast response time, and impressive uptime over these past two years."

-Simo Mekouar, Director of IT

Since ReedTMS is a round-the-clock operation, uptime is of the utmost importance. Without a communication system that's always up and running, their normal functions can come to a halt. When they made the switch to TeleVoIPs, they were no longer willing to assume the risks that an on-premise phone system with a single point of failure poses. TeleVoIPs is a fully hosted platform that's geographically redundant and provides local failover options like softphones and mobile solutions should ReedTMS' office lose internet or power.

COVID-19: Flexibility & Remote Work

At the start of the COVID-19 pandemic, TeleVoIPs managed ReedTMS' shift to an entirely remote work model, transitioning 200+ users to home offices. TeleVoIPs supported relocating desk phones into home setups and assisted their staff in utilizing the TeleVoIPs mobile app to handle all calls from their cell phones. They were able to continue managing more than 5,000 calls per day without missing a beat.



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Our ability to provide customer service 24/7 is vital for ReedTMS. We have associates who physically work in our offices across the country, remotely, and from their homes, so our technology and phone system must support this. We must be set up for success day and night, without fail. We have experienced this previously, but not since we onboarded TeleVoips. Consistency, flexibility, speed, cell-phone capabilities, and metric visibility are key. You provide this for us and helped ensure our success as we managed through COVID. Our transition to a 100% remote workforce during the height of the Pandemic was smoother than we anticipated.

-Jason Reed, CEO

Connect With TeleVoIPs:



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High Level Reporting, Analytics & Recording

ReedTMS relies on TeleVoIPs' Virtual Switchboard, Call Statistics, and Call Recordings to shape new employees and help existing employees grow. They utilize Call Statistics to measure call key performance indicators (KPIs) that link phone call metrics to successes.

“It is easy for a company to set KPIs around the number of inbound and outbound calls. Without accurate, real-time reporting metrics and easy visibility of this data for the leadership team, we are challenging our team to meet these standards, but are not fully equipped to do so. Now, because we can track all calls, talk time, and leverage phone recordings for QC and training, we can directly coach to the behaviors of our team and develop best practices. ReedTMS can use the data provided to celebrate and reward our team’s positive behaviors and better deliver on our service promise to provide top-notch customer service 24/7. Our ability to leverage this phone metric data gives us a tool to foster accountability and coach and develop our team more efficiently.”

-Eileen Dabrowski, Director of Learning and Development.

ReedTMS takes their call statistics a step further to inspire healthy competition amongst their sales teams, displaying integrated KPIs in their headquarters that demonstrate real time metrics to encourage meeting goals and prevent discouragement in an industry that can often be tough on its frontline.

Recorded calls serve to clarify communications between drivers and clients to ensure that in an industry with a lot of verbal communication, details don't get skewed. This has improved ReedTMS' customer service experience, because their sales team can easily convey information from carriers and drivers to the client, word-for-word.

Advanced Integration

ReedTMS' management team employs the Virtual Switchboard alongside Microsoft Teams for to analyze employee output in real-time with a bird's eye view of who is on the phone, and when and how each department or team member is performing. ReedTMS has integrated their phone services with McLeod's CRM transportation solution to enable click-to-call directly from the database, saving their team time. They monitor users on Do-Not-Disturb, time spent on specific calls, and calls waiting in queues. Overall, TeleVoIPs' functionality has improved their management team's ability to measure performance and the level of customer service they are able to provide their clients.

About TeleVoIPs

TeleVoIPs was founded in Tampa, Florida in 2009 to provide phone services to businesses across the country. They specialize in custom, cost-effective solutions to communication problems. The company prides itself on superior customer service and caring for its growing clients every step of the way. TeleVoIPs is an Inc. 5000 recipient and one of Tampa Bay's Fast 50 companies.