



Case Study:  
**Elevating Client Satisfaction: Sterling Ideas  
Partnership with TeleVoIPs**

Sterling Ideas was founded in 1999 by Charles Gardner. It was established to provide expert technology management to professionals in various fields including medical, accounting, and legal. Named after Charles son Sterling, the company has grown significantly, celebrating its 25th anniversary in June 2024 with a team of eight. Sterling Ideas focuses on clients who value robust technology solutions and proactive service.

### **PARTNERSHIP:**

The partnership between Sterling Ideas and TeleVoIPs is built on mutual trust and shared goals. TeleVoIPs communication solutions combined with Sterling Ideas expert technology management provides exceptional service to clients.

### **WHY STERLING IDEAS CHOSE TELEVOIPs?**

Sterling Ideas chose TeleVoIPs due to their deep technical background and their focus on providing superior VoIP services, reliability, and support:

- Superior VoIP Services: Softphone applications allows Sterling Ideas team and clients to use business lines from personal cell phones without sharing personal numbers. Texting and VoIP integration supports clients with hybrid workforces where texting is essential for business communications.
- Reliability: Communication is critical and having a phone system that is consistently operational is a must. TeleVoIPs has provided that reliability for years without a single extended outage.
- Support: TeleVoIPs sets the gold standard for support with knowledgeable staff who resolve issues quickly and efficiently.

“TeleVoIPs is an excellent company that has its clients’ best interests at heart. You see this in their superior services, amazing support, and user-friendly website.”

“TeleVoIPs is one of our preferred partners. Out of all the vendors we work with, TeleVoIPs support is the best.”

### **CHALLENGE:**

Sterling Ideas faced a growing demand for modern communication solutions as their clients transitioned to hybrid and remote work. Managing communication through personal cellphones posed privacy risks and was inefficient. Clients needed a reliable, scalable communication system to handle hybrid workflows while ensuring seamless integration with existing technologies.

### **ACTIONS TAKEN:**

Sterling Ideas collaborated with TeleVoIPs to address communication challenges. TeleVoIPs offered reliable softphone applications, text integration features, and expert support that eliminated the need for Sterling Ideas to act as first-line support for their clients' phone systems.



With their technical background and experience with telephony, TeleVoIPs outshined every other VoIP provider.



**RESULTS:**

- **Enhanced Efficiency:** Streamlined communication processes that support hybrid work models and improved overall efficiency.
- **Cost Savings:** Clients have experienced up to a 50% reduction in communication costs and save an estimated 10 hours a month on troubleshooting and call flow management.
- **Increased Reliability:** TeleVoIPs provided a dependable communication system with no extended outages.
- **Improved Support:** Superior support from TeleVoIPs has reduced the need for internal troubleshooting which has saved valuable time.
- **Better Work-Life Balance:** Clients benefit from reduced reliance on personal cellphones, enhancing work-life balance for their teams.



**THE TRANSFORMATIVE IMPACT OF TELEVOIPs ON STERLING IDEAS SUCCESS!**

Since partnering with TeleVoIPs, Sterling Ideas has experienced peace of mind, knowing they no longer need to become experts in phone systems for their clients. TeleVoIPs allows Sterling Ideas to focus on their core services while delivering excellent communication solutions to their clients. Nearly 100% of Sterling Ideas clients now use TeleVoIPs, and they expect to achieve full adoption soon.



TeleVoIPs has provided us with peace of mind. We trust that our clients are in good hands, and we can focus on what we do best.

