



## Hearing aid company keeps its phone lines open with proactive planning from BCM One.

### CHALLENGE

You never want your phone lines to go down, but having an hour (on average) outage every couple of months doesn't seem too bad. Unless you are a hearing aid company who needs customers to be able to reach them at all times and can't afford *any* dropped calls. But they found themselves in exactly this situation with their toll-free service from a lower-cost provider. When service went down, they had to manually set up the call forwarding, which could take an hour or even longer. They had to make a change.

### SOLUTION

Fortunately, as a BCM One client, they were covered. We had noticed there were a few outages, and out of concern, had recommended moving some of their toll-free lines to an advanced platform from a tier-one carrier implementing SIP DIDs with an alternative carrier. The company was reluctant at first as the cost was a bit higher, but the outages continued and when they started getting more frequent and creating real problems, they decided to make the change. We worked with the team, phasing the plan to fit into their budget. With the new solution, if there's an outage, they will automatically failover and shouldn't experience any downtime. And if, for some reason, those DIDs aren't working, their backup has a backup—they can go into the portal and put in the forwarding manually. In that case, because they can do it themselves without requiring a ticket from the carrier, the process is efficient and fast.

### BENEFITS

This is exactly why the company chose to work with BCM One in the first place. They had been working directly with a different tier-one carrier. They weren't having any issues, but they also weren't getting any attention. They like BCM One because we give them that personal attention and care, as we do all our clients. The IT directors, who support 20 locations throughout the US from their headquarter, know they can rely on just one point of contact who will take care of it all. They have a team of dedicated techs, in addition to an account manager who's in constant communication with them. We know their business, their network environment, and their requirements—and we're always thinking ahead about potential improvements. And because we're carrier-neutral—we work with all of them—we're always open to changing to meet the specific needs of each individual client.

#### Client:

Hearing aid company

#### Number of sites:

20 locations throughout the US

#### Solution:

- SIP Trunking