

COMMUNITY JOURNALS CASE STUDY

“With MegaPath Hosted Voice, our employees can make and receive calls using their business lines from multiple devices, and we can contact each other at our homes and offices with 4-digit dialing, all for less than we were paying before.”

– Holly Hardin, Operations Manager, Community Journals

The Challenge

- ▶ Upgrade Community Journals’ phone system to address the requirements of a remote workforce, so calls are conducted like those in a traditional office
- ▶ Enhance productivity using modern calling features
- ▶ Reduce overall cost-of-ownership, specifically with regard to hardware expenses

The Solution

- ▶ MegaPath Hosted Voice for seamless, “in-office” voice communications capabilities – regardless of where employees are based
- ▶ Productivity-boosting voice services like Audio Conferencing, MegaPath Anywhere and Auto Attendant
- ▶ New Polycom IP phones free of charge.

The Result

- ▶ Community Journals’ staffers – including reporters and production managers – conduct business from home while connecting as if they work in the same building
- ▶ Advertisers, supply-chain partners and other associates now see “Community Journals” on their Caller ID, no matter where the employee is calling from
- ▶ Advanced calling features enhance communications and collaboration, driving up productivity
- ▶ New phones provided free of charge; the last time Community Journals changed voice systems (with a different provider), the hardware costs were \$42,000
- ▶ MegaPath support teams are available around-the-clock to respond to any phone service questions, such as how to input PINs and other operational codes. “MegaPath never, ever leaves me hanging,” says Holly Hardin, Operations Manager, Community Journals.
- ▶ Simple 4-digit dialing to reach employees, regardless of their location



COMMUNITY JOURNALS

A Greenville, S.C., institution since 1999, Community Journals takes pride in delivering “100 percent local” news publications. These include UBJ (Upstate Business Journal), the area’s only business news magazine; At Home; Town; Behind the Counter; and the weekly Greenville Journal newspaper. “Our readers get exactly what they need to stay current with the news and find out about important business trends,” says Hardin.

While the company waits to occupy its new building, employees are telecommuting. However, this situation created a less-than-optimal telephony experience for both customers and staff. With MegaPath Hosted Voice, Community Journals employees can work as if they are still under one roof. Call management is much smoother, and the company can again project a unified, professional image over the phone.

A Transitional State

The majority of Community Journals employees were telecommuting while the company waited to occupy new headquarters in Fall 2014. The move away from a traditional office environment and phone system meant that work-from-home employees used their mobile or home phones to make important calls to advertisers, news sources, and vendors. Callers, in turn, would not see on Caller ID that the call was official business from Community Journals. And they'd sometimes return messages late at night on employees' home phones. Looking for a better way to conduct business, Community Journals turned to MegaPath Hosted Voice and MegaPath partner XtraNET Inc., a Hosted Voice reseller. MegaPath Hosted Voice has transformed the way that Community Journals' staff communicates both internally and externally. "With MegaPath Hosted Voice, our remote workforce can make calls and 'Community Journals' appears on the recipients' screens, just as if we were calling from our offices," Hardin says.

Smoother Connections

Callers faced a challenge when trying to directly contact Community Journals staff including reporters, sales, and production. "We didn't really have a receptionist," Hardin says. "So if the caller reached me at my home but needed to speak with someone else on our team, I'd have to give them the correct number and ask them to hang up and redial. We wanted callers to have a more professional experience." MegaPath Hosted Voice allows for the instant transfer of calls to the right party. "Callers reach our designated receptionist, who forwards the caller to the person they're seeking," Hardin says. "We didn't have this before. Today, they think we're under one roof. They have no idea that I'm actually 30 miles away, at home."

Quick Dialing Makes for Great Convenience

For a seamless, professional calling experience regardless of location, employees simply dial four digits from their phones to reach a colleague. "Dialing four digits rather than nine to reach anyone on staff is a real benefit," says Hardin.

Conference Call Bliss

Hardin and her production team are planning to make extensive use of advanced calling features such as Audio Conferencing. The team huddles twice a week to make sure ads are all submitted and properly placed. "With the Audio Conferencing feature in MegaPath Hosted Voice, there is no longer a need to conduct ad planning sessions in several, disjointed two-party conversations," says Hardin. "Having everyone together accomplishes this twice-weekly task much more quickly and lets us move onto other tasks."

Impressive Installation Spreads "Holiday Cheer"

The MegaPath installation couldn't have come at a more hectic time: Dec. 23, 2013. For Community Journals, however, it felt like any other week, thanks to the MegaPath professional installation. "MegaPath got all of the phones hooked up and everything done without any interruptions, whatsoever," says Hardin. "Somehow, they just made it happen. I considered this my Christmas present to my coworkers."

The MegaPath Advantage

Superior Functionality Made Affordable

MegaPath Hosted Voice provides far more functionality than a traditional phone system, without the expenses associated with managing and maintaining a PBX.

Advanced Features Promote Productivity

Like other business VoIP customers, Community Journals benefits from advanced features such as the voice manager portal, which allows users to manage how calls are routed and make and receive calls using a single number on any device (desk phone, mobile phone, or computer); Audio Conferencing, and more.

Installation and Service, Done Right

MegaPath engineers worked with Community Journals to design the system, and a dedicated project manager coordinated the installation start-to-finish to ensure a smooth implementation. Should Community Journals require technical assistance, knowledgeable technical experts respond quickly and efficiently 24/7/365.