

Learn How Xtel's Phone System Flushed Away Ranck's Dated POTS Solution

EXECUTIVE SUMMARY

During the COVID-19 pandemic, Ranck Plumbing, Heating, AC & Excavation pivoted to remote work with Xtel's help. By switching to **Xtel's UC platform** and adding Wi-Fi desk phones and SMS features, they smoothly transitioned to remote work, **improved internal communication, and boosted customer service**. This partnership not only tackled their immediate issues but also **set them up for a successful future post-pandemic and beyond**.

MEET RANCK

Ranck is a plumbing & HVAC company that has always prioritized customer satisfaction. But like many businesses, it faced a lot of unexpected challenges when the COVID-19 pandemic hit. Suddenly, their team had to work remotely almost overnight. That wouldn't have been a problem except for one thing: Ranck's outdated telecommunication system wasn't built for such a shift.



THEIR CHALLENGE

Before the pandemic, Ranck relied on an **old POTS-based communication system** that worked fine for in-office operations. But when COVID-19 sent everyone home to work, their phone system fell woefully short.

Here's what was going wrong:

- 1 Hard to Use Remotely:** The existing system just wasn't made for remote work. It was cumbersome and slowed down communication, making it hard for the team to stay in sync when they weren't in the office. They went from 5 people answering the phone to 2.
- 2 Missed Calls, Missed Opportunities:** Because the phones couldn't ring simultaneously across different locations, they often missed important calls. This was frustrating for both the team and their customers.
- 3 No Flexibility:** The lack of Wi-Fi-supported devices meant employees couldn't easily move around or work from different locations, adding another layer of difficulty to their already challenging situation.

They needed a solution and needed it fast.

RANCK'S GOAL

Ranck's goal was straightforward: find a communication solution that could handle remote work smoothly while keeping their team connected and responsive to customer needs. They wanted a system that was reliable and flexible enough to support their needs no matter what they were.

XTEL'S SOLUTION

Xtel offered a fresh, modern communication solution that was exactly what Ranck Plumbing needed:



Unified Communication App: This app brought everything—voice, video, messaging, and collaboration—into one place. It made remote communication seamless and efficient, precisely what the team needed.



Wi-Fi-Supported Desk Phones: These phones let team members stay connected from anywhere in their homes, making remote work much more manageable.



SMS Capabilities: With the addition of SMS, Ranck could now communicate with customers more easily, improving their experience exponentially.

Thanks to the hard work of Xtel's team, especially Rachel Doolin, the transition was fast and disruption-free, setting Ranck up for success in a remote work environment. But Xtel's support didn't stop there. They also made sure Ranck's staff quickly adapted to the new tools, so they had everything they needed to succeed. Julia Nye, Xtel's Account Manager for Ranck, continues to position Ranck for future communication needs to help their growing company never be behind the times again.

THE RESULTS

In just a week or two, the team at Ranck began to see the benefits of Xtel's new system. It:



Boosted Remote Work Efficiency: The new system allowed Ranck's team to work remotely without any hiccups. Communication became faster and more coordinated.



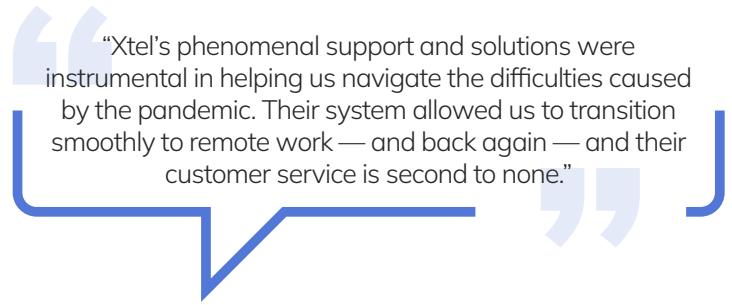
Improved Internal Communication: The UC platform app and Wi-Fi phones kept everyone connected with a single login and a few clicks, which helped maintain their productivity and morale.



Made Customer Support More Efficient: During emergencies, customers could text Ranck to inform them about the issue instead of leaving a voicemail and waiting for a callback. A dispatcher can see the message and respond in seconds, letting the customer know they got it and will respond with a technician's ETA.

Overall? The Ranck team is thrilled with how easy the new Xtel system is to use and how much it has improved their daily work, allowing them to serve customers better no matter if they're in the office or on the road.

According to their communications manager, Ryan Welker: "Xtel's phenomenal support and solutions were instrumental in helping us navigate the difficulties caused by the pandemic. Their system allowed us to transition smoothly to remote work — and back again — and their customer service is second to none."



WHAT'S NEXT FOR RANCK?

With the initial challenges behind them, Ranck is already thinking about the future. They plan to upgrade to Xtel's call center feature to keep leveling up their customer service with more powerful SMS features like secure group messaging. As their business continues to evolve, they know they can count on Xtel for continued support, consistent upgrades, and top-tier communications.

Take the Next Step with Xtel

Ranck's story is a great example of how the right communication tools can make a world of difference, especially when things change unexpectedly. If your business is facing similar challenges or just looking to improve its communication setup, Xtel has the solutions you need.

Contact Xtel today to learn more about how they can help your company thrive, no matter where your team is working.

