



CUSTOMER CASE STUDY

NAI Welsh

TeleVantage Provides World-Class Calling Features to Leading Property Services Professionals

Problem

- NAI Welsh sought a reliable phone system to improve customer responsiveness, conference clients around the globe and support a diverse and mobile workforce.

Solution

- Vertical's TeleVantage provided the right combination of sophisticated features, including "follow-me" call forwarding, conferencing, and call prioritization, as well as an open architecture to enable integration with contact databases.

Result

- "Telephone tag" is a thing of the past; calls follow agents to building sites, property tours and home locations.
- Agents have reached superior levels of productivity by pre-determining how they would like various calls handled.
- TeleVantage helps ensure high-quality job performance, enabling agents to cross-sell and up-sell in record time.

New America International (NAI) depends on valuable information and quick, responsive customer service. With 300 offices in more than 180 real estate markets worldwide, NAI oversees a broad base of corporate and institutional real estate holdings. Globally, the company manages more than 23 million square feet of real estate space. Its 3400 professionals oversee regional, national, and international portfolios of properties and investment sales. As work hours increased and the 24-hour demands of their real estate business became more complex, one of their affiliate partners – NAI Welsh – needed a reliable, flexible phone system that supported the way they did business and improved responsiveness to customers.

NAI Welsh was sharing a phone system with another tenant in their building. As its worldwide business increased, the business wanted an independent phone system, built on the latest technology, but also reliable enough to service the high call volume it experienced each day. The new system needed to include features that translated to better service, including the ability to prioritize calls, conference clients from around the globe, integrate with contact databases, and support a diverse and mobile workforce. For NAI Welsh managers, speed in reaching customers and a choice of telephone messaging options are more than just amenities – they are crucial communications tools.

Mike Young, executive vice president and managing director of NAI Welsh's Columbus, Ohio office, chose Vertical's TeleVantage for its combination of rich features and open architecture. "TeleVantage provided a sophisticated phone system that offered our sales agents the technology to track incoming calls, respond to prospects in real time (no matter where the agent is located physically), and track overall sales volume based on incoming call volumes and call type," said Young. Built on industry standards, TeleVantage also provided the flexibility to merge NAI Welsh's marketing and company databases with a state-of-the-art phone system.

“When I interview prospective new sales agents, they are impressed by the obvious productivity gains they can realize as they stay focused on the sale or contract at hand. I particularly like having my office calls follow me to my cell phone as well as the ease of calling up contact information from my ACT! database while I am on the phone with the prospect,” said Young. “We all work much smarter with TeleVantage, thanks to its efficient call routing and its many hooks to information in the world outside NAI Welsh.”

Proud of its midwestern roots, NAI Welsh maintains offices in Minneapolis, MI. and Columbus, OH. “There is no difference between a client located across town from one trying to reach us from across the globe — the phone system is critical in meeting that client’s needs,” said Young. “In that sense, TeleVantage really helped us lower the walls between our sales and marketing operation and the thousands of individuals we speak to on a daily basis.”

NAI Welsh signage appears on more than 700 commercial buildings in the region, and with such wide geographic coverage and ownership, conference calls are a daily way of doing business among agents. TeleVantage provides NAI Welsh with more advanced conferencing features and better access to company data while collaborating with their peers and colleagues. Young states that these features, coupled with the ability to simultaneously record the call and forward data to associates while they are on the call, has been widely adopted across NAI Welsh offices.

According to Dale Whitney, president of NETiMAGE, the Vertical reseller that helped install TeleVantage, “NAI Welsh really liked the concept of seeing and managing their calls visually with the TeleVantage Call Monitor. Using the system’s familiar graphical use interface, NAI Welsh agents now put calls on hold, forward and transfer calls much more quickly and easily than with traditional phone systems. Agents have also made the most of e-mailing calls to colleagues. Seeing their voice mail and prioritizing those calls makes message management a breeze.”

By controlling its own telephone traffic, NAI Welsh now can handle calls much more efficiently: drag-and-drop features in TeleVantage enable agents and desktop PC Users to reach superior levels of productivity by pre-determining how they would like various calls handled.

“Telephone tag” is no longer a daily fact of life. With TeleVantage, NAI Welsh managers are able to program their calls to follow them to building sites, property tours and home locations. Callers from around the world connect immediately with the property managers handling their business.

“Historically, the real estate business had been perceived as resistant to technology, but once TeleVantage was installed, prospective employees found a new incentive to work at NAI Welsh,” said Young. They observed that the system itself would improve their reporting techniques and ensure high-quality job performance. TeleVantage also helps them cross-sell and up-sell in record time.

“We all work much smarter with TeleVantage”

--Mike Young, Executive Vice President, NAI Welsh, Columbus, Ohio

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