



# Customer Profile: Blue Ridge Realty

*TeleVantage Dramatically Improves Sales and Service for Real Estate Management Firm*

Blue Ridge Realty is a successful developer and manager of commercial buildings in the rapidly growing city of Raleigh, North Carolina. With tenants ranging from busy medical practices to retail businesses and offices, Blue Ridge's potential customer base is almost limitless in the thriving real estate

## Problem

- Blue Ridge needed to ensure that all sales calls were answered live, but the limitations of their existing phone system made this difficult.
- The heavy demands of answering incoming calls were resulting in high administrative staff turnover and job dissatisfaction, and were interfering with the staff's ability to perform other tasks.
- The company needed to ensure that all maintenance calls were handled promptly and efficiently, and that customers always had a positive telephone interaction with Blue Ridge, 24 hours a day.

## Solution

- The company chose TeleVantage, a software-based phone system, to help them improve their operations and customer service.
- TeleVantage provided the reliability and features they needed to increase sales, improve service and decrease staff turnover.
- TeleVantage provided the flexibility to ensure that different types of calls were handled correctly and efficiently.

## Result

- Missed or dropped calls have been virtually eliminated, and all sales calls are now answered personally, resulting in a dramatic increase in sales.
- Customers receive a consistent phone experience each time they call, and they know that their urgent problems will be addressed in a timely fashion.
- Staff turnover has been greatly reduced, resulting in improved office efficiency and significant cost savings.

market of a bustling metropolitan area. In a business that depends on connections, Blue Ridge needs to be available by phone 24 hours a day to respond to both sales and maintenance calls, and to ensure that both existing and potential customers receive the best service when they call. With its phone number proudly displayed on billboards throughout Raleigh, sales calls can come in at any time of the day or night, as can urgent maintenance requests.

With the company's existing phone system, the administrative staff was having difficulty handling the volume of incoming calls, which was causing frustration.

In addition, Blue Ridge's goal of having all sales calls personally answered seemed increasingly out of reach. For a realty company, missed calls can mean not only lost sales but also dissatisfied tenants who may be reluctant to renew their lease, resulting in a significant decrease in business over time.

### **TeleVantage provides a wide-ranging solution, plus reliability and security**

Company president Joe Meir felt that it was time to explore new options for improving his telephone connections, office operations and customer service. He understood the importance of a full-featured and reliable phone system both in servicing existing customers and establishing new relationships. For Meir, it was imperative that all sales calls be answered, regardless of the time of day, and that all maintenance calls receive an appropriate and timely response. He also wanted the ability to screen and track calls and maintain call log information which would ensure that urgent calls were handled first and that all requests received a response. In addition, he wanted to help his administrative staff to become more efficient and productive by decreasing the number of phone calls they needed to handle.



After a short-lived experiment with another vendor's solution, Blue Ridge selected TeleVantage, Vertical's advanced software-based phone system, to easily manage the call volume while improving the call-handling experience for staff and customers alike. TeleVantage provided a wide range of features that would help Blue Ridge to grow their business and respond to customers reliably and efficiently. Of particular importance to Blue Ridge was the ability to ensure that callers have consistent phone interactions with the company, and that calls be handled correctly both during and after business hours. Equally important was system reliability, and knowing that it would always be there to support them. "TeleVantage is very reliable," said Meir.

#### **TeleVantage helps to increase sales**

Blue Ridge noticed immediate benefits after installing TeleVantage, Meir configured the phone system so that it recognized a sales call by the number dialed and then routed it according to a pre-defined path, ensuring that a live person rather than voicemail would answer it. The results have been very gratifying with TeleVantage, as its intelligent call management, "Follow Me" call forwarding and customization capabilities have helped them to significantly increase sales.

#### **Response to service calls improves dramatically, leading to more satisfied customers**

Handling of maintenance calls has also improved significantly, both during and after business hours. Using customized prompts, callers are now asked to indicate whether their problem is urgent or can wait until the next day. TeleVantage then transparently routes the call according to the customer's response, using a pre-defined rotation schedule for maintenance personnel. TeleVantage continues to route the call to the maintenance personnel's cell phone, home phone or beeper, until the call is answered. Customers are delighted with

the ease of handling and prompt results, and especially with the security of knowing that their request will be answered in a timely fashion.

#### **Improved job satisfaction, plus cost savings**

In addition to improved customer satisfaction, administrative staff job satisfaction has increased dramatically with TeleVantage. Most incoming calls are now efficiently handled with the auto attendant, customized voice prompts and call routing. With the receptionist no longer spending most of her day answering the phone, she is able to focus on more value-added activities. This has also solved the problem of job turnover and saved associated hiring and retraining expenses. Meir also finds the grab-and-hold feature very helpful in managing his own incoming calls.

"TeleVantage has enabled us to make comprehensive improvements to the way we operate the different parts of our business," said Meir. Making sure that they never miss a sales call and that customers can expect a consistent and enjoyable telephone experience every time, has made TeleVantage a very efficient and reliable business resource and a significant cost-saver at Blue Ridge.

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*Joe Meir  
President  
Blue Ridge Realty*



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