



The Love Listeners
find great customer
experience in
Primus Voip Deployment,
which in turn helps to build
client confidence



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- Natasha Saunders,
Principal,
The Love Listeners

SUMMARY

Region: North America
Industry: Personal service
Locations: One
Employees: 3

Business Challenges:

The new company was looking to launch with a cost effective telephone service with good, accessible customer support

Solution:

- Hosted PBX - 3 users
- Softphones

Key Result:

- Mobile access improves productivity
- Better response to inbound calls with mobile flexibility improves customer trust and confidence in the service
- Potential for the service to scale as the business grows and brings on additional advisors

OVERVIEW

The Love Listeners Inc. is an English language dating and relationship telephone support service. To access company services, clients book an appointment for call in to discuss issues with 'listeners', specifying the type of advice they are looking for and the duration of the call. Relationship experts provide unbiased and non-judgemental advice to clients, who are based largely in the US.

Telephony is key to The Love Listeners' value proposition. Phone service is instant - unlike a therapist's appointment - available when clients are vulnerable, and delivered to a comfortable setting of the client's choice. Telephone services are the primary means for advisors to connect with customers, are core to the business and constitute The Love Listeners' technology backbone.

BUSINESS CHALLENGE

In launch of the new service last year, The Love Listeners experienced challenge working with an established, incumbent telephony provider: even scheduling for set up of a land line proved difficult and the appointment for install was rescheduled several times. While company founders were able to operate using personal phones, installation of a main office line was never completed due to miscommunication and the provider's lack of attention to small business customers.

Frustration with poor customer service led The Love Listeners to consider alternative suppliers. As principal Natasha Saunders put it: "we are just starting out. We're a new business, and if you can't even hook up our lines properly, what kind of service will we be getting? So we wanted out [of the agreement] right away."

Familiar with Primus through personal experience, The Love Listeners were also interested in a VoIP based system that was part of the Primus service portfolio: "It's what will take us to the next level - it's where things are going in the future," noted second principal Nicole Scott.

SOLUTION

Great customer service

In its dealings with Primus, The Love Listeners had the opposite experience from the one they had with their first supplier. The account representative was responsive, and sent out the proper information from the outset in detailed email communications. "When we called the first provider, we were searching for answers; when we contracted Primus, they already had the answers," Saunders explained. For example, the rep recommended an Internet-based phone system so that the Love Listeners would have

access to a global service.

Ultimately, The Love Listeners contracted VoIP-based services from Primus, including three lines for the three co-founders, a toll free number that clients can use to call in to the service and new in-office handsets. From initial contact to installation of the service took approximately a week, and Primus handled all the details. “We’re not tech savvy people,” noted Saunders, but the group was able to rely on a single Primus representative to “understand our needs, to not over sell us or under-deliver,” and to manage the complete install on behalf of Love Listeners. “We rely on the Primus rep as a member of our team, explained Kai Downes, the third company principal. “Whenever we need something, we can call and the rep will deal with us.”

KEY RESULTS

Remote work access enhances productivity and service offering

The company’s VoIP based system allows the ‘listeners’ to work in the office via the new handsets or via a laptop or smartphone at home and on the road. Anywhere, anytime access means the advisors can check voice mail and email from remote locations to enhance productivity. In addition to convenience, this flexibility helps to ensure no calls are every lost, and this reliability in turn helps to build customer trust and confidence that the ‘listeners’ are always accessible, a key requirement in the personal advice business.

Cloud-based telephony supports scale

While The Love Listeners is now a relatively small business, the team looks forward to expanding headcount beyond the three initial principals. When this occurs, new in-office or home workers can be easily brought onto the Primus system, providing a smooth transition for the company.

A Web Portal that Empowers Employees & Provides Better Redistribution of IT Resources

In addition to end-users controlling their own features and services using traditional star codes, or the phone-based graphical user interface, they can also access options through the Primus HPBX web portal. Multi-level menus on Primus’ web portal enable authorized users to “pre-set” call-routing and other options. Vantage Endoscopy’s settings are securely accessed using a standard web browser — and can be easily modified anywhere, anytime to adjust to changing conditions; for example, to post a recorded message regarding a holiday-related delay.

“Our operations manager does some of the set-up tasks and activates after hours or holiday greetings—it doesn’t have to be me,” said Ryan. “Not having to call me is great because I’m travelling all the time between the various companies.”

Additional features for half the cost

Comparing Primus fees with quotes for the cost of three land lines from the initial prospective supplier, The Love Listeners believe that the Primus solution has been extremely cost effective – additional features for half the cost, they estimate. But more important than price, in their view, is the customer service they received from Primus: “I would have paid extra to get everything done smoothly,” Scott concluded.

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