



## Boulevard Real Estate

CASE STUDY: Virtual PBX

*“The people at VoiceNation are really cool cats. I don’t know if they treat me special or treat everyone special, but when I call with a problem, they ask me what I need and they fix it. It’s a done deal.”*

*—Jordan Hashem/Senior Partner*

### The Business Challenge

For Jordan Hashem, Senior Partner of Boulevard Real Estate, the separation of leads is critical. He tried outsourcing to an answering service to funnel inbound calls to the right representatives within his firm. That particular company was costing him \$2000 a week. Calls were being dropped, leads were being missed, and sometimes the receptionist answered the phone using the wrong company name!

### The VoiceNation Complete Solution

Jordan needed to find someone who **cared about his business as much as he did**. After interviewing over 25 competitors, he discovered that VoiceNation was the only organization that was responsive to his needs. They responded to his requests quickly and implemented a Virtual PBX.

The Virtual PBX automatically routes callers to the right resources to meet their requirements. General inquiries can go to voicemail, and with the “live connect” option Jordan can immediately identify and receive the most important calls himself. VoiceNation even set up Jordan with professional voice talent to record the system prompts and greetings.

### The Results

- ✓ The Virtual PBX handles 100-150 calls a day, and no calls are missed.
- ✓ Inbound callers are greeted with a professional “big company” phone system that connects them to the right person or voice mailbox quickly.
- ✓ The Virtual PBX costs a tiny fraction of what Jordan was paying previously.

### About VoiceNation

VoiceNation is the connectivity specialist. We deliver voicemail, messaging, virtual PBX, Live Answering and communications infrastructure to keep companies connected with their customers and employees. VoiceNation also offers business continuity and disaster recovery telecommunications support so you can rely on your communications even during natural disaster or crisis.