

# CASE STUDY

## VoiceNation provides on-call schedules and custom scripting for dispatch

### THE RIGHT CALLS, TO THE RIGHT PEOPLE

When a business can face up to millions of dollars in water damage, it's important that the right people are dispatched in an emergency. Shambaugh and Son, a fire and life safety company, needed a trusted, reliable resource to field calls all hours of the night.

Kyle Gansel, who oversees service for Shambaugh and Son, said it's important to get customers in touch with someone as quickly as possible during an emergency. When a company has highly flammable commodities – such as a tires or aerosols – they need high volume sprinkler systems. A single sprinkler can discharge 120 gallons of water per minute. If a sprinkler system were to discharge not for putting out a fire, it could cause a lot of damage and quickly.

“The faster I can get somebody in touch with a customer, the better of we are,” he said.

### THE NEED FOR A SMART ANSWERING SERVICE

While Shambaugh and Son has emergency dispatchers during the day, the company needed a service for night calls. Gansel said they had an answering service prior to VoiceNation that just wasn't meeting the needs of the company.

Shambaugh and Son is a complex account that needed the ability to provide on-call schedules and the proper custom scripting to be able to dispatch the correct people. VoiceNation has

the experience and proprietary technology to do both.

“It's definitely been a benefit switching to [VoiceNation] because we're satisfied,” Gansel said. “And if we're satisfied, the customer is satisfied.”

He said switching to VoiceNation made sense because the technology and processes in place were similar to what the company already had.

“The fact that VoiceNation appeared like they could run parallel to what we had before was very, very important,” Gansel said.

### SAVING MONEY WITH VOICENATION

Gansel said VoiceNation saves the company money in having to hire one or two evening dispatchers. Plus, Gansel said he believes that there aren't enough calls after hours to warrant full-time employees, which would be wasted time and wasted money.

### PROVEN, TRUSTED CALL ANSWERING

From emergency services to call forwarding, bilingual operators and 24/7 call answering, VoiceNation's features help thousands of businesses every day.

**Give us a call to learn more! 877.679.3777**  
**VOICENATION.COM**