



Since its inception in 1953, Ranck Plumbing, Heating and Air Conditioning has prided itself on providing a high level of quality work and customer satisfaction for its clients throughout Southeastern Pennsylvania. It offers a full range of residential installation, maintenance and repair services and products, from plumbing of all kinds to heating and air conditioning systems, geothermal and heat pump installation, water conditioning and much more. A high-functioning, cost-effective phone system is essential for their business, which is why they selected Grudi Associates and the Grudi Advantage Program through Lancaster Chamber.



Ranck Plumbing, Heating and Air Conditioning Scores Big Cost Savings, While Dramatically Improving Service and Customer Satisfaction with its New Hosted Phone System

THE CHALLENGE

The Ranck team has a deep commitment to being accessible and responsive to its customers, which is why its legacy phone system had become such a frustration and business impediment. The extensive challenges Ranck was facing included:

- An inadequate, outdated phone system that lacked required modern features and functionality.
- Inability to work from home/remotely.
- The legacy system required complex maintenance that was time consuming and costly.
- There was a lack of integration with its internal CRM system and other critical business processes.
- Its carrier presented significant challenges that created, rather than solved, phone-related issues.
- It was also over-paying for outdated telecommunications services.
- The need for a phone system that could easily and seamlessly be transferred to a new facility should a potential relocation occur in the coming year.

THE SOLUTION

Ranck discovered Grudi Advantage, Lancaster Chamber's exclusive Telecom & IT program for its members, working in partnership with Grudi Associates. The many benefits of Grudi Advantage were very attractive to Ranck, so they engaged Grudi Associates to help with telecom issues and needs. Grudi Associates' telecom experts assessed Ranck's situation and created a leading-edge, cost-effective solution that met and exceeded its needs.

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GRUDI ADVANTAGE CASE STUDY

— AN EXCLUSIVE MOBILITY, TELECOM & IT PARTNERSHIP —
benefiting Lancaster Chamber and its members

... The Solution continued

Key features and benefits include:

- Ranck's legacy, circuit-based phone system (utilizing a PRI circuit) was replaced with internet-based phones (hosted PBX) that do not require traditional circuits or "copper" wire connections. All voice and fax transmissions are relayed over the internet. The system is hosted in the cloud for security, reliability and redundancy.
- Anyone (with permission) on the Ranck team can now remotely manage all aspects of the phone system from any enabled device.
- An advanced Auto Attendant makes call handling more effective and pleasant for customers and others calling in.
- Calls can be easily transferred from one person and/or location to another.
- Phones can connect to the system using WiFi, where wiring is not available.
- A failover feature ensures that the phone system will not go down if there is a problem in one area.
- The new hosted phone system will be very easy to transfer should Ranck make its move to its new facility, with virtually no interruption of service.

THE OUTCOME

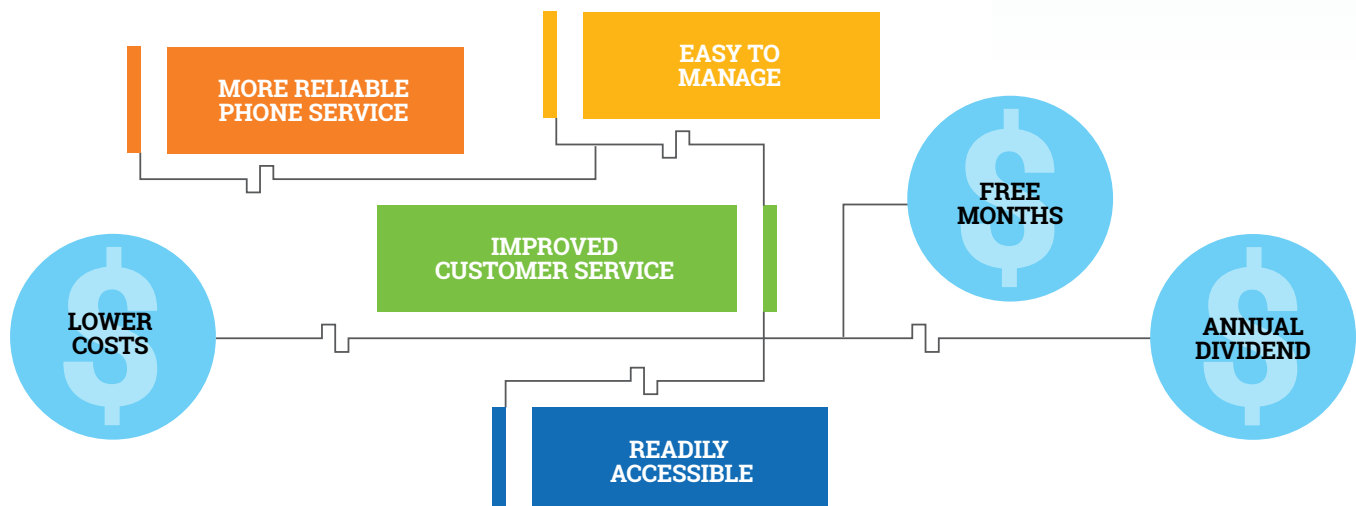
Ranck is delighted with its new hosted phone system and all the features and capabilities it is delivering. The benefits Ranck is receiving from the Grudi Advantage program make it even better. Here are some of the specifics:

- The new hosted phone system is saving Ranck approximately 10% every month.
- Ranck also receives many benefits from Grudi Advantage, including lower costs, free months of service, an annual cash-back dividend, and more. Visit grudiadvantage.com for more information.
- The annual dividend and savings Ranck receives from the Grudi Advantage program alone more than cover the Lancaster Chamber membership fee it pays. The direct telecom savings are on top of that.
- Added the ability of all office departments to work from home or other remote locations.
- Ranck's new hosted phone system is easy to manage and readily accessible by anyone who is authorized from any enabled device.
- The new phone system enables Ranck to improve its customer service through far better accessibility, responsiveness and communication.
- The Ranck team no longer has to deal with the frustration and challenges of its legacy phone system and carrier.

"Working with Grudi Associates through Grudi Advantage and Lancaster Chamber to upgrade our entire phone system has helped us identify, design and implement a solution that resolved our most pressing challenges. We are very pleased with the new system and the support we've received. The implementation was well thought out and perfectly executed. We are thrilled with the capabilities, the cost savings, and the benefits we are receiving through Grudi Advantage. We have strongly recommended Grudi Associates and Grudi Advantage to others in our industry."



— Ryan Welker
Manager of Dispatch and
Customer Service



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