

“With Aptela, we rarely miss a call.”

— Kevin Hughes, Allstate Agency Principal, Gaithersburg, MD

In the insurance industry, customer service is everything. When a customer experiences an accident, property damage or loss, they need information and claims assistance quickly. At the same time, many insurance agencies are small businesses—independent franchises serving their local communities. To stay in business, they have to closely watch every penny.

Challenge: Finding a customer service-oriented phone service at a price a new business can handle. When Kevin Hughes opened his Allstate Agency in Gaithersburg, MD over a year ago, he knew what he didn’t want. His old phone service. Before striking out on his own, he had been sharing an office with another Allstate agent—and sharing the frustrations of a phone service that just didn’t meet his needs. On top of that, the service was expensive and unreliable. “If there was an outage, you’d be on hold forever to resolve it. Three, four, five hours at a time,” Hughes remembered. An insurance agent can’t be on hold all day while customers are calling in, without the risk of losing business.

Solution: Acquiring a phone service that delivers robust features - and robust cost savings. Allstate’s corporate headquarters takes customer service seriously. One of their corporate requirements is that their agents’ inbound phone calls roll over to the headquarters call center after hours. At Hughes’ old office, the phone system that was in place made this requirement difficult to comply with, because an agent had to manually set the phone system to forward calls to corporate. Now, with Aptela’s automatic call forwarding, he no longer has to worry about calls not getting transferred. Now his calls are automatically forwarded at 5:30 pm ET and stop rolling over at 8:00 am.

“Allstate is very particular” about how after hours calls are handled, Hughes said. “They monitor call activity to make sure local agents are in compliance, so finding a phone solution that supported this requirement was a must. Aptela delivered.”

Kevin Hughes owns an Allstate agency in Gaithersburg, Maryland.

Counts on Aptela to help them:

- Save money
- Keep the office open in any circumstances
- Maintain Allstate’s high standards for service



With Aptela's business-class phone service, Hughes has the tools he needs to meet Allstate's stringent service standards:

- **Automatic Call Forwarding** switches calls automatically to Allstate's corporate after-hours call center.
- **Inbound Caller ID** lets Hughes and his employee know who is calling before they answer, allowing them to decide how to manage the call.
- **Call Blast** sends incoming calls to both Hughes' and his employee's extension—so they don't miss calls.
- **Find Me/Follow Me** lets Hughes receive calls wherever he is - on his home or mobile phone.
- **Call History** keeps a log of all inbound and outbound calls, making it easy to look up phone numbers and return calls.

Result: The no-missed-calls kind of service that insurance customers expect. With Aptela, Hughes no longer has to worry about missing calls from customers or prospects. Even after hours, incoming calls get automatically forwarded to the corporate call center for servicing. And while Hughes works out of his office most days, he appreciates the flexibility built into Aptela's VoIP solution. When the Washington, DC metro area was hit with unusual, back-to-back blizzards in 2010, Hughes simply set his Aptela system to forward calls to his home. With Aptela's Mobile Extension, Hughes was able to receive inbound calls, voicemails and faxes to his company's main number via his mobile phone while he was working at home. This allowed every call he made to appear as though it was coming from his office.

Best of all, Aptela gives Hughes a flexible and full-featured phone system with unlimited calling for less than half the price he was paying Verizon.



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