

“ Why do we recommend Aptela’s services? The solution is very powerful and delivers incredible flexibility. Aptela is a great value for your money.”

— Ali Gunertem, Director of Customer Operations, BetterWorld Telecom



A voice and data carrier serving organizations focused on society and sustainability.

[www.betterworldtelecom.com](http://www.betterworldtelecom.com)

**Counts on Aptela to help them:**

- Achieve greater flexibility in their business
- Manage calls remotely
- Enjoy seamless mobility between phones
- Share resources to seamlessly service two franchises
- Deliver affordable service to their customers

BetterWorld Telecom is the only nationwide voice and data provider that focuses solely on serving organizations with social and sustainable missions. Through BetterWorld, these organizations save an average of 28% on their telephone and Internet services so they can spend more on doing good. Founded in 2001, BetterWorld donates 3% of their revenues to causes that benefit children, education, and the environment and they were the first telecommunications company to be certified carbon-neutral.

**Challenge: Finding a phone solution flexible enough to meet changing business conditions.**

Since 2001, BetterWorld had used the phone lines that were hardwired into their office building. Three years later, they moved their office to a new building and lost their phone service. They wanted to keep their phone number, and fortunately, they knew exactly what to do—they called Aptela.

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*“Aptela gave us incredible flexibility to not lose touch with people. With one number that wasn’t tied to any location, any moves we made in the future wouldn’t be an issue.”*

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**Solution: Finding a scalable solution that’s independent of geography.** With Aptela, as BetterWorld has grown, they’ve been able to move offices, grow their workforce and expand business operations across the country—all without interrupting phone service, losing contacts, or changing phone numbers.

Better yet, with Aptela’s Hosted VoIP capabilities, BetterWorld was now able to:

- Implement phone service at new satellite offices in just minutes to serve their growing clientele
- Ensure calls connect with intended recipients, whether they’re in the office, offsite, or out of town
- Allow employees to use their cell phones just like they use their desk phones—a feature they now can’t live without



- Make a professional, sophisticated first impression on callers
- Support best-of-class service guarantees by increasing a customer's chance of connecting live with a service representative

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*"Aptela's solution is phenomenal for start ups, or any company which is comfortable with technology, doesn't have an unlimited budget and wants look like a Fortune 500."*

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**Results: Partnering with Aptela to provide service to their customers, as well.** As both Aptela and BetterWorld have grown over the years, so has our business relationship. Today Aptela not only provides phone services to BetterWorld, but also to more than 50 of their customer organizations, representing nearly 600 of their users.

Aptela's services help BetterWorld meet their corporate mission of delivering quality telecommunications services at affordable prices to organizations who are trying to improve our world. With our range of services, BetterWorld can craft the perfect solution for small to mid-sized organizations who need:

- Unprecedented mobility, conducting business while traveling, from remote offices, or anywhere opportunity takes them
- Affordable communications, accessing sophisticated services without the sophisticated price tag
- Immediate scalability, quickly adding new extensions and locations to support fast growth
- Optimal productivity, enabling employees to be on the job, regardless of location
- A strong first impression, making a company with a few employees seem like a major entity



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