

“ You don’t need a lot of money to establish a successful small business. You just need the best solutions. With Aptela, I can get an affordable application, with tons of features that help me drive my business.”

— David Kraitzick, Vice President of Sales & Marketing, Eagle Transportation/Atlanta

Eagle Transportation/Atlanta is a nationwide freight management firm with 18 offices and 47 employees distributed across the United States. Eagle manages freight shipments from dispatch to delivery for both large and small customers.

Challenge: Balancing high call volumes with a remote and mobile workforce. Freight management is an industry where everyone and everything is in continual motion. Eagle’s Atlanta office has 1,500 trucks on the road every month—and around the clock. Keeping track of everyone and making sure their customers’ goods get from Point A to Point B means that Eagle employees spend most of the day on the phone.

With offices all over the country, managing this web of communications—and establishing a unified image—was a challenge Eagle struggled with. David Kraitzick, Vice President of Sales & Marketing in the Atlanta office, tried several phone solutions—including an in-house server—before settling on Aptela for its expansive set of communication features.

Solution: Finding a system that works from anywhere. For Mr. Kraitzick, his business is as virtual as it gets. But Aptela lets his teams work as though they are all in one building. Prior to Aptela, his offices all used different local providers with differing functionality. With Aptela, every employee, regardless of where they are, has access to the same communication tools and can pick up any incoming call day or night. That’s crucial for Mr. Kraitzick, whose 38 brokers each take 200 to 300 calls a day.

With Aptela’s VoIP service, Eagle has the tools they need to manage a fast-paced business:

- **Call Forwarding and Find Me/Follow Me** supports a highly mobile workforce spread across 18 offices.
- **Remote Office Capability** lets employees plug in their Polycom phones at home and go right to work.
- **Call Reporting** allows employee productivity and activity to be measured.
- **Web Portal** lets employees make changes to their accounts, take notes and manage contacts.



A nationwide trucking brokerage company.

www.eagletransportation.com

Counts on Aptela to help them:

- Monitor employee productivity
- Manage call volume
- Save money
- Grow cost-effectively

- **Outlook Integration** allows staff to dial right from their address book.
- **Auto Attendant** routes calls by region and team and projects a consistent image.
- **Overlay service** allows calls to be redirected from the corporate office, which uses Aptela's Hosted PBX in combination with an on premise phone system.
- **Call Detail Records** itemize every user's account.

"Aptela gives us a big business image and small business overhead."

Results: Growing a business with a phone system that moves as fast as they do. Things are always on the move at Eagle Transportation. As new hires join and teams are reconfigured, Aptela gives Eagle the ability to quickly turn up or turn down service. Eagle's Account Administrator quickly and easily makes changes through Aptela's web portal. And since Aptela doesn't require long-term contracts, Eagle pays only for the service it uses. Today Eagle uses Aptela to:

- Quickly route calls from headquarters to the appropriate regional office.
- Allow employees to work from home and make changes to their account via the web.
- Reach drivers on the road.
- Tie together remote locations with a single, unified brand.
- Blast incoming calls to as many as eight sales reps simultaneously.

The flexibility, customization and ease of implementation has been ideal for a franchise business such as Eagle Transportation.



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