

“ Our phone is the most vital business tool we use. We need to have the confidence that the system is going to work. We have that with Aptela.”

— Pete Norton, Managing Partner, Sanford Rose/Annapolis

Executive search firm Sanford Rose was founded in 1959, specializes in the placement of mid to senior level technical and other professionals in both the specialty chemical industry as well as their “downstream customers.” In the 50 years since, it has grown into a global network with over 65 offices in North America, Asia and Europe—and has successfully placed over 100,000 executives and managers in new career positions.

Challenge: Finding flexibility to allow employees to work from home. For an executive recruiter, there’s no more important business tool than a phone. The right phone system can spell the difference between success and failure in the competitive executive search industry.

When Sanford Rose-Annapolis moved into new offices, they needed a new phone service, as well—one that would allow several recruiters to work remotely. In the search industry, virtual offices are a growing trend and a boon to recruiters, who are often women looking for greater work flexibility. Managing Partner Pete Norton’s initial concern was the cost associated with a new phone. But the more he looked into VoIP, the more it became apparent that a robust phone system would offer his business even more important benefits.

“ With Aptela, we don’t miss important calls. We get to see who called, even if we don’t pick up. I can go through the call log and determine who I need to call back and prioritize my activity.”

Solution: Implementing a system that delivers a competitive advantage. “You can’t close searches unless you’re on the phone,” says Norton. “And in our business, you can’t afford to miss a call.” As many as 150 calls a day come into their office—and in today’s economy, that number is increasing. After he participated in a demonstration of Aptela’s service and talking to other satisfied business owners, the choice was clear for Norton.

With Aptela’s Hosted VoIP service, Sanford Rose has the tools they need to handle the increased demand:

- **Find Me/Follow Me and Remote Office** let recruiters work from home just as easily as they do from the office.



www.sanfordrose.com

- **Announce Callee and Call Screening** mean recruiters can prioritize incoming calls, choosing which to answer immediately and which to send to voice mail.
- **Call Log** reporting allows recruiters to gauge their productivity, track time spent on calls and manage daily activity.
- **Inbound Faxing** delivers signed contracts and release statements directly to recruiters' computers, which are then easily filed in the database.
- **Outbound Faxing** lets appraisers fax documents from the road, eliminating the need to return to the office to use the physical fax machine and speeding up the processing of appraisals.
- **Call Recording** allows Sanford Rose to record candidate and client interviews for internal distribution and review - on-demand.

Results: Recruiting new clients and candidates with state-of-the-art service. Aptela's system, with its pre-configured Polycom IP phones, was so easy to implement that Sanford Rose's employees were up and running in just a few days—and using advanced call features like old pros within a week or two. "When we needed help," Norton says, "we were able to go online and get answers through Aptela's Knowledge Base." Today, Sanford Rose is using Aptela to:

- Deliver more responsive service to clients and candidates.
- Increase productivity to keep pace with increased demand.
- Manage call flow—seeing missed calls and prioritizing incoming ones.
- Respond to industry trends toward virtual offices.

The firm even uses their new Aptela system as a differentiator when marketing their Executive Recruiting services. They can confidently tell prospects that they'll never miss a candidate or client call.



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