

“We couldn’t have added the number of people we have without Aptela. Aptela has been our partner right along the way.”

—Sam Archie, Owner, Gateway Recovery Associates

Gateway Recovery Associates is a debt recovery business headquartered in Kenmore, New York.

Challenge: Running a phone intensive company on a new business budget. Phones are mission-critical to debt collection. Each of Sam Archie’s collectors makes, on average, 100 outbound calls every day. In addition, the company receives 200 to 250 inbound calls per day. “If the phones go down, we go down,” he says.

When he founded Gateway Recovery Associates in 2009, Archie researched phone services carefully. While working for another company, he had used a VoIP system—but the company’s internet service lacked the necessary bandwidth to use VoIP successfully. With his new company and Verizon FIOS, however, he knew he would have the bandwidth he needed. In addition, he discovered that Aptela offered lower rates and more flexible expansion capabilities than conventional land lines.

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Solution: Deploying a user-friendly system that can be expanded as needed.

Gateway is a new and growing business. Archie has 29 collectors on staff now but plans to double that number over the next year. He says his Aptela system will be critical to that growth. “With Aptela, I can add another extension in less than two minutes. With a land line, you have to wait two weeks or longer.” Employee turnover is a fact of life in the debt recovery business as well, and Aptela allows Archie to add and delete users on the fly whenever it is necessary.



New York-based Gateway Recovery Associates provides businesses with debt collection services.

Counts on Aptela to help them:

- Save money
 - Respond quickly to staff turnover
 - Manage growth efficiently
 - Connect home-based employees to the main office.
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With Aptela's phone service, Gateway has the tools a growing business needs:

- Extensions are assigned to all employees—including those who work at home—and all outbound calls appear as though they are coming from the main office.
- Call Blast rings incoming calls on all employee extensions so anyone available can answer the call.
- Voicemail to Email Integration allows any collector to access the general voice mail account and return messages.
- Seamless Remote Connectivity means Gateway can add remote employees and telecommuters without adding to office overhead.
- Web-based Administrator Portal lets Archie make changes to his Aptela account in real-time with one-click simplicity.

"I was petrified going in and wondered what I had gotten myself into. But using Aptela was so simple. It's very user-friendly."

Results: Getting the flexibility and pay-as-you-go affordability needed to grow a new company. Aptela has given Gateway a robust phone system at a price a new business can afford—and with the adaptability a new business needs in order to grow. Archie notes that with Aptela he pays for just the extensions he currently uses. He's not locked into more service than he needs, but he can expand his Aptela service within minutes, whenever necessary.

Archie has also upgraded Gateway to Aptela's newly-launched A5 platform. The new platform's expanded Call Blast feature has been a boon to his collectors. Before, Gateway could only blast incoming calls to the first five extensions. That limitation was unfair to the other collectors, who didn't have the same opportunity to answer calls – and make money. Aptela's new platform now enables incoming calls to be blasted to all extensions simultaneously. All of Gateway's collectors now have the same opportunity to answer calls and collect on accounts. "It's the quickest to the draw now," says Archie. "Everyone is on equal footing."



Aptela, Inc.
2250 Corporate Park Drive
Suite 150
Herndon, VA 20171

Tel 703.386.1500
Fax 703.386.1501
www.aptela.com

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