

Case Study:

How an Independent Telecom Agent with Integrity Found a Reliable Product He Could Stand Behind



Background

As an independent agent, Bryan Arnold of 5 Star Communications greatly values two things when selling telecommunications: a reliable product and superior customer service. After years of struggling to find both, he was prepared to throw in the towel and abandon the telecom industry altogether. But we're getting ahead of ourselves, let's start at the beginning...

Bryan got his start in telecom in 2011 as a direct rep, but made the jump to independent agent within two years. He wanted to be able to set his own standards and only promote products that he was proud to stand behind.

Challenge

While Bryan never regretted his decision to break out on his own, finding providers that met his high standards proved difficult. Not to mention the challenge of chasing industry trends. Classic Internet and Voice services were getting cheaper, and suddenly their future did not seem so clear.

Executive Summary

- **5 Star Communications** is a Telecom Services Provider that goes above & beyond
- **PBXware Multi-Tenant edition** met his need for a reliable, forward-thinking platform
- **Bicom Systems Support** was the missing piece that gave him the confidence to sell without bounds

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**Bryan
Arnold,
5 Star
Comms**

For years, Bryan pursued the latest trends, solutions, and providers. As an agent, he was keeping up and doing well, but his providers failed time-and-again to provide a positive, consistent experience for his customers. Sometimes the product itself failed, other times it was the provider’s lack of support or their inability to grow and adapt.

Despite the difficulty of finding a good provider, Bryan resolutely avoided “Free PBX and ‘pick your flavor’ open source options.” He feared doing a disservice to any customers lacking in technical knowledge. “If you go that route,” he explains, “you need some pretty serious experience.”

One well-known provider that Bryan worked with was good, but still not ideal. Perfection is unrealistic, but is providing all of the tools that customers need to grow their business so much to ask?

His breaking point with this provider was twofold:

- **Lack of commitment to agents**

The provider requires agents to provide all customer data. Bryan says they “couldn’t seem to decide if agents were their source, or if they were prepared for a massive agent exit.”

- **An extra layer of competition**

The provider lists all other local resellers on their website. The ability to handle the competition is one thing, but having your own provider add that extra layer of competition is one step too far.

This brings us back to where we began: Bryan was ready to call it quits and find a new industry.

That is, until a series of emails from Stephen Corrigan of Bicom Systems rolled into his inbox. Stephen had previously worked for Bryan’s provider and what he was saying in his emails, according to Bryan, “hit the nail right on the head.”

Solution

After a year of receiving these emails, Bryan decided Bicom Systems had earned a chance at his business. He began with a 30-day trial, putting himself and a few select customers on [PBXware Multi-Tenant in Cloud](#).

PBXware Multi-Tenant is a feature-rich, turnkey telephony platform that supports business growth with unlimited tenants, easy setup, integration, and branding. It is available in the Cloud or on-site.

Bryan says his trial period was a “great experience” that gave him the confidence to move the rest of his customers over. Bicom Systems checks all of his boxes: solid product, good customer support, and a focus on growth and the future.

Results

Today, Bryan is still an independent agent, but he has a solid customer base and is confident in his future.

Telecoms always involves a bit of a learning curve, but he says Bicom Systems “support has been excellent.” Despite initial concerns about typing versus talking, he finds “chat support awesome.”

What is Bryan’s favorite thing about PBXware? “The stability and reliability.” He says Bicom Systems has just “the right amount of emphasis on stability of the whole solution, especially with hosted.”

One of his favorite features is drag-and-drop BLF fields within the system extension settings. This is a huge time saver when changing button functionality on multiple devices.

Looking forward, Bryan is excited to continue adding and supporting customers with a product he can finally stand behind, and Bicom Systems is thrilled to have another partner of integrity on board.

5 Star Communications is a telecomms solutions provider that specializes in finding the right solution for each customer.

Contact Info:

www.5starcoms.net
bryan@5starcoms.net
+1 (469) 701 1300

Bicom Systems is an innovative Unified Comms provider with all of the pieces to start and grow a telephony company, from a virtualization platform to Multi-Tenant PBX to UCaaS apps

Contact Info:

www.bicomsystems.com
sales@bicomsystems.com
+1 (619) 760 7777

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