



CASE STUDY

Cloudli Cloud Business Phone

Adapting to a New Reality by Adopting a New Communications Technology



Company Overview



About Richmond Family Place

Richmond Family Place offers a safe and welcoming environment to all families by providing programming that supports children in reaching their full potential. It promotes family navigation through relationships, orients families in their day-to-day life, provides support to build resiliency and capacity through connection, promotes community belonging based on respect and inclusion, and supports families to create a social support system. Richmond Family Place is a non-profit multi-service family resource program established in 1979 and is open to ALL families in Richmond.



About The Human IT Company

The Human IT Company provides comprehensive IT support solutions to businesses, charities and non-profit organizations in the Greater Vancouver area in British Columbia, Canada. They help manage cybersecurity concerns including downtime, ransomware and hackers, while helping charities, non-profits, associations, accounting/bookkeeping firms, construction companies, engineering firms, and many more.

The Challenge

It's March 2020. Rumours of a worldwide pandemic are slowly becoming a reality. Life, as we knew it, was beginning to change – quickly. In a matter of weeks, businesses closed their offices and switched to a remote work model. Workflows and processes had to be modified rapidly, and that included Richmond Family Place's.

The charity organization needed to find ways to continue operating while having its internal team work remotely. Communication had to continue with stakeholders, program participants, and other team members, so the charity's staff used their personal cell phones to continue to work from home.



Evaluating The Options

Mixing personal and business is not an ideal solution, and Richmond Family Place was well aware of this fact. They looked at using their legacy phone system remotely, but the features offered by their provider were limited and no longer met their business needs. They shopped alternative service providers, but the cost associated to their phone systems were too high for the charity's budget.

Richmond Family Place decided to share these challenges with their IT partner, The Human IT Company, during a periodic technology review discussion. In hearing the charity's communications struggle, The Human IT Company knew they had to find a solution that was both simple to use and intuitive, since charity organizations have little to no internal IT support. The Human IT Company thus proposed a solution that would both meet Richmond Family Place's requirements and save them a significant amount of money.



About Cloudli Cloud Business Phone



Cloudli's Cloud Business Phone is a VoIP phone system that allows businesses and their employees to work from anywhere. A hosted cloud PBX solution that provides a configuration that is easy to program, Cloudli Cloud Business Phone meets the requirements of small and medium-sized businesses that need flexibility to scale up or down. Cloud Business Phone includes an app that can be downloaded on any mobile device or desktop, and separates business from personal contacts. Users benefit from unlimited calling in Canada and the United States, as well as unlimited calling and texting to internal team members. Cloudli's Cloud Business Phone's core characteristics appealed to Richmond Family Place – and The Human IT Company knew how to make this solution even better.

The Human IT Company proposed one of Cloudli's Cloud Business Phone Promotional plans to deliver work-from-anywhere capabilities and significant cost savings. By the time The Human IT Company orchestrated its final plan of action, Richmond Family place was equipped with a new VoIP phone solution that offered remote working capabilities for all its team members, and a 73% cost savings on their monthly invoice!

Getting Started with Expert Support

When Richmond Family Place was ready to make the switch to their new VoIP solution, The Human IT Company provided them with Cloudli documentation that helped them understand all the features that were available to them, such as:

- **Call forwarding**
- **Conference calling (three-way)**
- **Online account management**
- **Simultaneous ringing**
- **Voicemail and voice-to-email**
- **Voice dialing**
- **Voicemail transcription**
- **Virtual assistant**

To ensure the service met Richmond Family Place's expectations, The Human IT Company set them up on their demo phone line first, allowing the charity to test the service and features before running with it. Once tested, the IT partner implemented the solution in the afternoon with no downtime during the transition. Once the solution was deployed, it was business as usual for the charity.



Post-Sale Success

It didn't take long for Richmond Family Place to reap the benefits of their new VoIP phone system. Cloudli's Cloud Business Phone requires minimal system maintenance, so the charity began using their new solution without any hassle and required little assistance from their IT partner after deployment. The charity's staff continued their daily tasks, only now, they were able to make and receive calls from their business phone anywhere they went, hence maximizing the entire team's efficiency. They also had access to a wide range of telephony features that were not included as part of their legacy solution with their previous provider.

The Human IT Company provided the charity with training material that allowed them to autonomously make changes to their configuration, like password resets and updating email addresses from team members joining or leaving the organization – simple changes that would have otherwise cost them additional dollars with their previous service provider.



When we switched to Cloudli for our office phones, the world was still normal. Coming from an old-school telco system, we were thrilled at the features and function of our new phone system and, as a registered charity, the significant savings were a delightful addition. We were suddenly saving thousands [of dollars], getting better features, and enjoying the same call quality as we had with the [previous] telco.

As things changed and our staff started working remotely, our new phone system allowed us to adapt quickly and easily, and enabled our staff to continue to communicate effectively while maintaining their privacy at home. We're able to work from anywhere and continue making calls just like we were in the office. The system has been incredibly stable, and the call quality continues to be excellent.

Thanks so much to Cloudli for the special charity pricing they offered us – it has made a huge difference to us to be able to modernize our phone system while reducing our overall admin costs.

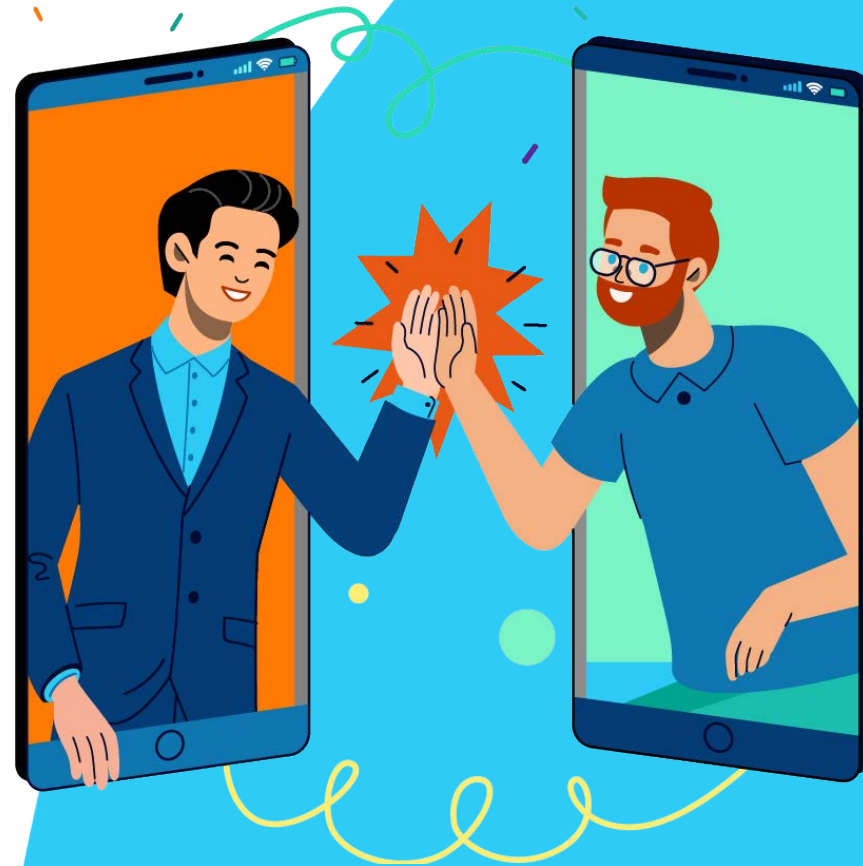


Janice Lambert | Executive Director
Richmond Family Place Society



About Cloudli

Cloudli Communications is a leading provider of next-generation voice, messaging and data communications solutions. Cloudli's mobile-first unified communications, VoIP connectivity and digital fax solutions are trusted by over 8,000 customers, including some of the largest healthcare, financial and government organizations in North America.



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