



Bonfire Labs Empowers Employees with Mobility by Choosing RingCentral Office

Company Profile

Bonfire Labs is a creative content agency.

Year Founded

1991

Website

<http://www.bonfirelabs.com/>

Headquarters

San Francisco, CA

Size

26 employees

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Creating the “Bonfire Effect”

Bonfire Labs is a creative content agency that develops creative content for its clients on various media platforms, ranging from broadcast, to web video, to print. Founded in 1991, the company began as a production house for major ad agencies, but quickly evolved into a digital content creative shop to meet industry needs. The employees based out of Bonfire Labs’ San Francisco, CA headquarters are a team of artists, producers, directors, writers and technologists whose hearts continue the tradition of storytelling and innovation – always keeping the client’s brand top of mind.

Stepping Outside of the Box

Bonfire Labs previously relied on a Toshiba PBX system, which required frequent maintenance that could only be done by external technicians. Any maintenance and services required appointments made far in advance— to fix even simple tasks such as moving a phone from one desk to another would cost up to \$500. The challenge of having to schedule system upkeep led Jim Bartel, Bonfire Labs’ Managing Director, to start his search for a new solution.

Bartel knew he wanted a cloud-based phone system and chose RingCentral after comparing prices and performance, and speaking to references. RingCentral offers Bonfire Labs a variety of practical features, including the ability to manage its phone system remotely. “We’re in the kind of industry where we are living in the moment and we need to make changes anytime, anywhere,” Bartel says. “The phone system that RingCentral provides allows us to make changes on the fly. We no longer have to rely on another entity, or worry about

scheduling an appointment with external technicians to make something happen.”

Getting creative with features

The employees at Bonfire labs use a variety of RingCentral’s features. Conferencing used to be difficult—the company previously only had two conference lines. This proved to be an issue with clients because meetings would run over and people would join the wrong calls. Now that each employee has their own conference line, customer communications have improved and Bonfire Labs can maintain its professional reputation.

“We were fairly pedestrian with our previous telephone system, and mobility had become critically important to our employees,” Bartel says. With the RingCentral app, IT can provide support for employees anytime, anywhere. “There was an occasion during a weekend, where a staffer forgot their conference line passcode. Despite not being in the office, we were able to email the password to the employee in less than 30 seconds,” Bartel says.

Firing up the changes

Switching to an IP-based phone system had some employees worried about audio quality—but after using RingCentral, they were impressed with the call quality and happy with the change. The flexibility that RingCentral provides has been beneficial to not only the internal IT staff and employees but to freelance talent as well – they can be given their own conference lines in just a few minutes.

Bartel says, “We are excited to have a contemporary phone system that is easy to customize, easy to configure, and cost effective. Switching to RingCentral was an overall win for us.”