Checkpoint Technologies' Mobile Sales Team Never Misses a Call with RingCentral

Company Profile
Checkpoint Technologies, Inc. is an HP software support partner and HP authorized training partner.

Year Founded
2003

Website
http://www.checkpointtech.com

Headquarters
Tampa, Florida

Size
25 employees

RingCentral customer since
2012

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– Sneha Crew, Office Manager

Checkpoint Technologies –the optical diagnostic leader

Founded in 2003, Checkpoint Technologies, Inc. is an HP software specialist partner, HP software support partner and HP authorized training partner. The company focuses on software testing, software quality assurance and HP services. It provides leading-edge HP software solutions and expert services (both manual and automated) that optimize business technology.

Outgrowing its office, phone system

Checkpoint Technologies knew it had reached the limitations of its basic phone system when it needed to move into a bigger office to accommodate new employees. "We were expanding at the time—both hiring new employees in the office and throughout the country," explained Sneha Crews, office manager for Checkpoint Technologies. "Being able to integrate both our in-office and remote employees was essential to our growth."

Finding the most relevant capabilities for the best value

SThe management at Checkpoint Technologies knew that there had to be a better way with a cloud phone solution. It therefore spent a lot of time researching cloud phone solution providers. After making a comparison chart of all providers, Checkpoint Technologies decided that RingCentral would provide it with the features it needed. "RingCentral had the most relevant capabilities for our needs. From auto receptionist, multiple lines, call handling and the ability to create remote lines, the solution offered everything we wanted. And on top of everything else the pricing was much better," added Sneha.

Optimizing communications and productivity

Switching to RingCentral has been beneficial for everyone at the company, especially those who work out of the office. "Thirty percent of our sales team travel for work; some even spend up to 60 percent of their time on the road. Now all they have to do is use the RingCentral mobile app on their cell phones to make and receive calls using their business number. When they leave the office, they no longer miss calls," said Sneha.

RingCentral also increases productivity by giving Checkpoint Technologies the ability to log phone calls. This way it can keep track of all of its outgoing sales calls to see where it needs to send more employees and make sure that the right areas are being targeted.

At the same time, the auto-receptionist capability streamlines call management. "With our old system, we had to hire a receptionist that would answer all of the calls and transfer them to the right departments," Sneha noted. "Now that we have an automated receptionist service, our customers can get directed to specific branches."

Checkpoint Technologies produces advanced testing instruments for an exacting customer base, so it's vital that the company project a professional image. For this purpose, RingCentral has proved highly valuable.

"RingCentral has shifted our interaction with our customers," Shena indicated. "It has made us look like a larger company, now that everything is going through one phone system."

RingCentral