



LUXURY BRAND PARTNERS

# Luxury Brands Seamlessly Integrates Communications for Bi-Coastal Employees

## Company profile

Luxury Brand Partners owns a range of luxury beauty companies.

## Year founded

2012

## Website

[www.luxurybrandpartners.com](http://www.luxurybrandpartners.com)

## Headquarters

Miami, FL

## Size

100+ employees

*“Now, we can do everything to manage our VoIP system in-house and not rely on any external service providers to respond to requests and make changes to our configuration.”*

**—Sasha Kadey, Vice President of Digital Marketing and Technology**

*“We use the direct extensions to communicate between offices—it’s really easy and convenient. I’m looking forward to seeing what other features RingCentral releases that can benefit our business.”*

**—Sasha Kadey, Vice President of Digital Marketing and Technology**

## Seasoned leaders of the beauty industry

Luxury Brand Partners creates and nurtures brands and owns a portfolio of luxury beauty companies. With more than a century of cumulative experience in luxury consumer packaged goods, the company’s executive team has launched, developed, and sold brands that have become household names. Founded in 2012, Luxury Brand Partners currently has more than 100 employees with offices in Miami and New York.

## Finding independence in communications

Luxury Brand Partners experienced multiple issues with its previous service—and it was expensive. So when the company was preparing to open offices in Miami, they decided RingCentral would be the best business phone solution to cater to their current needs and scale with their growth. RingCentral also provided more capabilities than their previous provider.

“We really like that the RingCentral admin panel is really easy to use,” says Sasha Kadey, Vice President of Digital Marketing and Technology. “Now, we can do everything to manage our VoIP system in-house and not rely on any external service providers to respond to requests and make changes to our configuration.”

## Features that improve internal and external communications

The employees at Luxury Brand Partners find RingCentral’s easy-to-use features helpful when communicating with customers and between offices. Free conference bridges, the softphone, faxing, Business SMS, and the mobile app are just some of the employee favorites. From an administrative perspective, Kadey finds it easy to add new users and is happy that employees now have the ability to configure their own settings.

“Our response times with customers have really improved since we switched to RingCentral,” says Kadey. “Now that we receive voicemails as MP3 files, it makes it really easy for us to forward orders to several employees. We also use Business SMS to communicate orders and sales leads internally.”

## Connecting employees coast to coast

With two locations in Miami, an office in New York, a photo studio in Los Angeles, and more than 30 remote employees, having a unified business communications solution is critical to the success of Luxury Brand Partners. Rather than having to keep track of individual phone numbers, employees now have the option to look up colleagues in the company directory and call, fax, or text them.

“We use the direct extensions to communicate between offices—it’s really easy and convenient,” says Kadey. “I’m looking forward to seeing what other features RingCentral releases that can benefit our business.”