



Case Study

Managed SIP Trunking

Key challenges

- › Toll-free outages negatively impacting sales
- › Redundancy and reliability needed
- › Protect the First Guard brand promise to always connect a caller to a First Guard truck insurance expert

Introduction

First Guard Insurance Company is an "A" rated commercial truck insurance company selling physical damage and non-trucking liability insurance direct to truckers and fleets. Because they focus solely on truck insurance, their agents are experts in their field and can offer attractive options that are highly valued in the trucking business. First Guard has always been the leader of the industry and the go-to company for those wanting to make the right choice for their insurance needs by providing the best customer service and claims experience directly with the Insurance Company.

With a strong focus on customer service, the company promises that when a customer calls, they are always greeted by a person and not a computer system. First Guard focuses on the utilization of technology to make their customer's experience better, in fact, technology is really what makes the experience what it is. That promise is driven by a culture of service to connect prospective buyers to the expert they need to make the right insurance decision and to connect existing customers to the experts they need to process claims quickly or solve any issue they might have.

That promise is ultimately what led First Guard to select nexVortex for their business voice and toll-free service.

The Challenge

First Guard Insurance Company was introduced to nexVortex by Master Agency Telarus and channel partner Tim Halleran (LTE Communications). First Guard was experiencing frequent outages with their toll-free service which was handled by a major carrier who could not move calls over to other underlying carriers when that major carrier experienced network outages. This constantly resulted in First Guard losing potential customers and new sales since many of their inbound sales calls came in as toll-free.

They needed to make a change but wanted assurances that the change would solve their problem and allow them to fulfill their promise of connecting customer calls to the people at First Guard who could help them.

Telarus knew that nexVortex was a certified RespOrg (Responsible Organization) and as such can move toll-free traffic to any number of underlying carriers in the event of network trouble. They engaged us in the discussion and First Guard agreed that we had the solution they needed to protect their toll-free traffic and to protect the sales calls they needed to grow their business.

Client:

- › First Guard Insurance Company

Industry:

- › Financial - Commercial Truck Insurance

Solution:

- › Managed SIP Trunking (with PRI handoff)
Toll-free Service



The nexVortex Solution – More Than Just Toll-free

Once the toll-free solution was in place, subsequent meetings between the partner, First Guard, and nexVortex revealed that First Guard was forwarding their toll-free traffic to numbers on a PRI they were using for their on-premises PBX delivered by the same major carrier who First Guard previously used for toll-free.

This initiated a discussion on migrating off that PRI to a nexVortex Managed SIP (mSIP) solution for their business voice service. Managed SIP (mSIP) allows for a PRI handoff from the on-premises PBX but uses SIP to connect to the network. This provides the scalability and cost savings of SIP without having to disrupt the ongoing operation of the PBX.

Better yet, mSIP takes voice quality measurements in real time at multiple points along the call path and uses powerful data collection, correlation, and visualization tools to report call quality statistics. The statistics provide information on service health and when needed, can pinpoint exactly when and where voice quality is being negatively impacted so it can be fixed quickly.

Additionally, First Guard had a failover site in Arizona for business continuity and were very happy to learn that nexVortex's mSIP service comes with autodetecting disaster recovery included free. This allowed First Guard to set up multiple failover rules by individual Directory Number or toll-free number so that if their primary site is impacted in any way, calls will automatically be re-routed to their backup site.

What started out as a desire to fix toll-free outages, ultimately resulted in nexVortex being able to provide a more redundant solution for all their business voice services. The combination of nexVortex toll-free service and Managed SIP protected their business communications and allowed them to continue serving their customers at the highest possible level.

The Solution included:

- › Toll-free service protected through nexVortex RespOrg certification
- › Managed SIP service with a private portal displaying real-time call statistics and monitoring
- › PRI replacement and migration to a SIP solution without disrupting the ongoing operation
- › Redundancy with autodetecting disaster recovery included free

Summary and Current Status

First Guard began working with nexVortex in early 2019 and is very happy with the performance of their nexVortex Toll-free and mSIP service. Choosing nexVortex has enabled them to fulfill their promise of always connecting customers to a commercial truck insurance expert at First Guard.