

BRIGHTLINK CASE STUDY: TELE-DATA SOLUTIONS

About The Company



With a reputation for high-touch customer service, **Tele-Data Solutions** is a family-owned and operated business that helps New Jersey-based small and mid-sized businesses solve problems through VoIP phone hardware and software technology. Since 1982, they've provided business telecommunication, consulting, installation, training, and support.

The Challenge

For more than 35 years, Tele-Data has navigated countless developments in phone and voice technology. Over the years they've grown increasingly more dependent on various suppliers while their customers grew more dependent on them. With competition multiplying and margins shrinking, Tele-Data had to find ways to stay relevant. Having highly trusted service providers to help drive growth and meet customer needs was crucial.

Our Approach

In order to enable the core connectivity needs of their customers, Tele-Data engaged Brightlink for its Enterprise Network Services solution, including voice origination and voice termination, in March 2018. They also use Brightlink's CPaaS API to SNAPVantage, a Cloud PBX application, and utilize Brightlink Number Portal to search, buy, and port phone numbers. As part of their evaluation process, it was critical to find a partner who would provide the same level of attention as they did to their customers.

Results

By using Brightlink's voice services, Tele-Data gained measurable improvements in four areas: more control, immediate speed improvements, transparency, and lower costs. Two to three days of provisioning turned into two to three hours and they saw an immediate ROI by reducing the need for a middleman. Just as importantly, they could provide faster response times and higher quality service, playing a key role in Tele-Data's ability to be hyper-responsive to their valued customers.

Future Plans with Brightlink

As Tele-Data continues to grow its relationship with Brightlink, there are opportunities to leverage Brightlink's messaging and analytics capabilities.

“ With Brightlink, we gained an immediate ROI and we are able to better service our clients faster than ever before.”

- Vincent Finaldi, Vice President
Tele-Data Solutions