



## SUCCESS STORY – GLOBAL COMMUNICATIONS STRATEGY

“VoxOx In Business provides us with a long-term communications strategy that saved us a considerable amount of money, while also providing impressive reliability, security and customer support. VoxOx In Business was the ideal solution for a company like ours, with multiple offices in different locations.” Kevin Stuecklen -Director of IT, LocalLife

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## LocalLife

With offices in the U.S. and overseas, and more on the way, the local online city guide turned to VoxOx In Business for a **cost-effective global communications strategy**.

### About LocalLife

LocalLife is a local online guide operating in several countries. It provides business, shopping and entertainment listings in hundreds of cities. The company also provides web site development and other online marketing and social media services for small businesses.

### The Challenge

LocalLife has its headquarters in San Diego, with additional offices in Arizona and London. Communicating on the phone between the various offices was an expensive challenge. International calling between offices through traditional phone carriers was extremely costly. In addition, each office had to have its own separate phone system, with separate numbers and area codes. Because the company was a start-up, many employees were communicating via their cell phones. With several new franchise offices scheduled to open next year, the company needed an experienced telecommunications provider to help it implement a cost-effective communications strategy.

### The Solution

LocalLife had already ruled out traditional phone companies – they were too expensive, and didn't provide the required flexibility. After an extensive search, LocalLife found VoxOx In Business, a global provider of hosted unified communications and digital telephony solutions. VoxOx In Business met with LocalLife and came up with a plan that included providing:

- 25 phone lines that leverage VoxOx In Business' proprietary unified communications service delivery platform in the cloud
- A web-based management portal to fine tune a variety of on-demand features and functionality that improve business productivity

- Brand new, state-of-the-art Polycom phones
- T1 lines in each office

As the company grows, VoxOx In Business will equip each new franchise office with new phone lines, hardware and Internet access.

### The Result

The savings alone on international calls to London made the entire agreement worth it, according to company officials. As a hosted IP communications provider, VoxOx In Business provides free calling “on-network,” i.e., between offices, and charges just pennies per minute for outbound calls (off-network). In addition, VoxOx In Business was able to serve as a singular phone provider. So instead of getting phone service from separate providers in each city, with different numbers and area codes, VoxOx In Business was able to create a **virtual office, with one main phone line and different four-digit extensions for each employee no matter which city they were in**. This will allow the company to scale its communications as it continues to grow. As a hosted service provider, VoxOx In Business was able to deploy its solution for LocalLife quickly and efficiently with minimal upfront investment. ■

