

Case Study: Paull Travel's Transition to Sunco Cloud

About the Client

Paull Travel is a full-service travel agency based in Edmonton, Alberta, specializing in corporate and leisure travel. Established in 1990, the company has built a reputation for providing personalized, high-touch service to its clients.

Over the years, Paull Travel has maintained long-term relationships with many of its customers, thanks to its commitment to delivering outstanding customer care.

However, as the company expanded to a team of about 17 people, it became clear that their telecommunications system should be updated to meet its growing needs.

The Challenge

Paull Travel's 20-year-old Nortel phone system was showing its age. The telephone hardware had been falling apart for some time and the system's features had not kept up with the company's changing needs, including those related to occasional work-from-home arrangements. Paull Travel decided it was time for an upgrade.

After considering other telecommunication companies, Paull Travel chose to stay with the provider it had dealt with for almost three decades.

But three months after the upgrade project started, the provider was still unable to get the new system to work, citing a number of reasons that included difficulties in getting the right telephone hardware. Paull Travel tried to get these problems resolved but was passed from one department to another and told the original project quote had to be increased. When the new phones were finally delivered, Paull Travel was informed it was responsible for assembling, installing, programming and connecting them to the system.

> With our previous provider, we had to sit here and literally put the phones together and figure out things like how to plug them to the Internet. All this took us away from our business.

Rhonda Sveahun, Leisure Manager & Co-Owner, Paull Travel

The Solution

Paull Travel reached out to Sunco for help. After an initial consultation, the two parties agreed on a VoIP system based on Sunco Cloud, which is designed to give small to mid-sized businesses enterprise-grade features without the steep learning curve and high costs typically associated with larger systems.

Sunco Cloud is a 100% Canadian, enterprise-grade cloud phone system designed to support the needs of small and medium businesses. Integrating voice, email, SMS, and video, it boosts collaboration and productivity.

These features include:

- Call routing from the office to team members' home or mobile phones, enabling seamless communication on the days when staff are working remotely.
- Softphone software that would allow phone calls via computer, from anywhere with an Internet connection.
- Voice mail captured and delivered by email.

The Service

From first contact to the final stage of implementation, Sunco backed its solution with personalized, hands-on service and locally based support. It assigned a dedicated client representative who took time to understand Paull Travel's needs and concerns, and who was there at every stage to monitor progress and answer questions. To ensure a smooth transition, Sunco configured the new system to be similar to the old one – so employees could feel comfortable with the technology from Day One – and pre-programmed all telephones. Sunco's dedicated client representative went to Paull Travel's office to handle installation and provide in-person training sessions for the staff. This personal touch ensured that all employees, regardless of their technical comfort level, felt confident using the new system.

> "Just to know that there are companies out there giving this level of service – it's amazing!
>
> **Rhonda Sveahun, Leisure Manager & Co-Owner, Paull Travel**

The Outcome

Sunco completed the migration to the new system quickly and smoothly, putting an end to the months of stress and uncertainty Paull Travel experienced with its former provider. With the new system, Paull Travel saw improved efficiency and customer satisfaction. Communication became seamless, regardless of whether a team member was working in the office or at home. Paull Travel also had the added assurance that as it continued to grow, its new system could scale easily and cost-effectively to accommodate additional users and features. The company's experience underlines the importance of finding a business communications provider that offers modern solutions that meet current and future needs, backed with personalized, local support.