



# QWEST SOLUTIONS FEATURING:

ShoreTel IP Phone System and Qwest® PRI Service

Case Study: Execu-Center, Inc.



## EXECU-CENTER, INC.

### CUSTOMER:

Execu-Center, Inc.  
<http://execu-center.com>

### BUSINESS CHALLENGE:

Execu-Center provides physical and virtual office suites to small businesses. Managers needed a new phone system to provide competitive-advantage phone services to their clients. They wanted to retain current customers and win new customers at a higher price point.

### SOLUTION:

Managers worked with Qwest technicians to implement a ShoreTel IP Phone system. The solution supports 42 office suites with 70 phones at the firm's office center. Receptionist is able to tailor incoming call greetings on a per-customer basis and to transfer calls directly to clients. Features include voice mail and find-me-follow-me capabilities among others. The firm also uses the Qwest® Primary Rate Interface telephone Service.

### BENEFITS AND RESULTS:\*

- Managers project a return-on-investment of 200 percent over the next five years on the ShoreTel Solution
  - Value-add phone features allowed Execu-Center to charge per-square foot rates three times the standard rate
- The flexibility of the ShoreTel IP Phone system to easily scale up or down allows the company to nimbly adapt to changing business conditions
- ShoreTel phone system helped doubled sales closure rate in first six months of service
  - State-of-the-art phone features satisfy client expectations
  - Able to provision new client phone set up in minutes versus a day with the legacy system
- ShoreTel phone system is easy to administer and configure—requires minimal administrative hours

\*These results are unique to this entity and should not be considered an indication of the amount of savings or improvements, if any, that may be realized by any other entity subscribing to comparable services.

In today's uncertain economy, small businesses have to more aggressively balance budgetary considerations with their operations. So when an East-Denver-area startup or existing business needs office space, they turn to Execu-Center of Aurora, Colorado.

The family-owned and operated firm has served the needs of business owners since 1996. It manages a 14,500 square foot, B-space building in East Denver that features 42 offices, conference rooms, mail boxes and photocopier machines. The shared resources model helps the firm leverage economies of scale to keep costs low.

In addition to the physical facilities businesses demand, Execu-Center also now delivers highly-competitive phone services. These include voicemail along with a complimentary roll-over line for customers. The find-me-follow-me capability provides the instant accessibility clients demand.



### FACING THE CHALLENGES

"We sell businesses a complete physical and/or virtual office solution," said Kurt Groesser, vice president for Execu-Center, Inc. in Aurora, Colorado. "And telecommunications are a critical part of the services we provide."

Historically, the company was able to charge several times more per square foot for office space than its competitors. "When you deliver a lot of value, along with uninterrupted services, you're able to ask for more in the marketplace," said Groesser. However, with the ailing economy, the company's pricing was being pressed downward.

The problem in part, rested upon an aging phone system. It lacked the versatility of an IP-based phone system along with the features that IP technology enables. Moreover, provisioning a new customer took a day, which negatively impacted the customer experience. "When people come to us, they want space now, so telling someone that we could get phone services in a day or day and a half didn't go over too well," said Groesser.

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“The ShoreTel IP phone system from Qwest has been a critical component in our profitability. The business-class features we now offer make us much more competitive in our business; allow us to close more sales; and enable us to charge more per square foot than we would be able to otherwise.”

—Kurt Groesser, Vice President, Execu-Center, Inc.

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Moreover, paying someone to come out and program the old phone system every time a new tenant was signed became expensive considering the typical turnover the firm experiences.

These issues prompted Groesser to seek out an economical phone system that could deliver the enterprise-class phone services his clients expected.

#### **PROVIDING A SUCCESSFUL SOLUTION**

As part of Groesser's due diligence, he attended a Qwest/ShoreTel event that featured a demonstration of IP phone systems. “They were able to answer our questions regarding scalability, features, and administration. Once we had those answers—and we saw how easy it was to use and administer the phones—it made it easy for us to say yes.”

Qwest technicians worked with Groesser to implement the ShoreTel IP Phone System within a matter of hours. The solution includes 70 phones spread among the building's 42 offices, conference rooms and receptionist area.

Groesser also contracted for 60 additional licenses. These support the firm's Virtual Office service plan where customers draw upon the system's features using their own phones.

To manage the phone system, Groesser uses the ShoreTel Director, a Web-based tool that supports remote access from any location with an Internet connection.

A Qwest Primary Rate Interface (PRI) service delivers phone channels to the ShoreTel system.

#### **DELIVERING RESULTS**

The Qwest-provided ShoreTel IP phone system delivered a number of business benefits to Execu-Center.

#### **SOLID RETURN ON INVESTMENT**

“We computed a return-on-investment of 200 percent over the next five years for the ShoreTel system,” said Groesser.

The enterprise-class features of the ShoreTel phone system have been a key contributor to helping the company increase its pricing per square foot. “We're able to charge the higher lease rates again because we have a telecommunications offering that makes sense to someone,” said Groesser. “It's not just a phone with voice-mail like we had before; now it's phone and voice-mail and find me/follow me as well.”

In addition to higher prices, Groesser has found that the ShoreTel system's features have helped him close more sales. “I would say we've easily doubled our close ratio in the six months since installing the new system.”

#### **SCALABILITY FITS THE FIRM'S BUSINESS MODEL**

The ShoreTel IP Phone system can easily add or subtract phones with plug-and-play ease. This allows the company to quickly adapt to the dynamic business environment.

“One thing we really like about the ShoreTel phone system is the ability to add many more phones without having to buy a new phone system,” said Groesser. “Now we can generate even more revenues without incurring a significant capital expense.”

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#### EASE OF USE

“The ShoreTel system has made us more competitive in our space because now I can easily set someone up in minutes versus waiting a day or two for a technician to provision a new phone with our old system,” said Groesser.

As for administering the solution, “To manage the system I just go to the application on my PC, which is very easy to use,” said Groesser. “And users tell us that administering their individual phones is intuitive for them.”

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