

Rural Area Professionals Solve VoIP Quality Challenges with Soundcurve and Uplevel

Even in the age of “digital transformation,” customer relations still rely on strong person-to-person connections, and nothing compromises these more than a crackly phone connection. With professionals in rural areas still facing stringent bandwidth constraints, a joint solution from SoundCurve and Uplevel Systems helped one Sales Consultant solve a quality problem.



“The Internet Service Provider’s speed in our area tops out at about 3Mbps,” says Jamie Babcock, who works from her home office in Franklin, Texas. “I would be on the phone with a prospect and we could immediately tell when someone in the house started watching YouTube. My connection would start breaking up like a bad cell phone call. A client might be giving me an email address and I’d hear about every other letter, which did not make a great impression with the person on the other end.”

“With Uplevel, we offer a great alternative for customers who don’t have access to high-speed bandwidth connectivity, or the budget to upgrade to landlines and new phone systems to solve call quality issues.”

Ira Horowitz
Sales Manager, SoundCurve

Provider

SoundCurve, provider of managed communications solutions

Customers

Remote workers and business owners in rural areas where affordable, high-speed bandwidth options are limited

IT Challenges

- Poor voice-over-IP (VoIP) call quality
- Slow Internet experience
- High cost of services

SoundCurve + Uplevel Solution

Migrate customers from the risky “break/fix” approach to managing IT to affordable, high-performing managed services based on Uplevel technology

Joint Solution Benefits

- Consistently high voice call quality
- Prioritization of services
- Affordable growth for geographically dispersed companies with remote workforce



"The SoundCurve phone delivers a very high quality and the Uplevel solution does the prioritization for you so now my voice calls always get the bandwidth they need."

Jamie Babcock,
home-based customer service
representative

Finding attempts to limit the family's Internet usage frustrating for all involved, Babcock began searching online for ways to improve voice quality without having to change providers and incur steep cancellation fees or pay for traditional land lines. She found part of the solution in a new business-class VoIP phone from SoundCurve and the rest in service prioritization capabilities from Uplevel Systems.

"The SoundCurve phone delivers a very high quality and the Uplevel solution does the prioritization for you so now my voice calls always get the bandwidth they need," Babcock says. "I've even done some experimenting, streaming video on Netflix or YouTube to test it out and so far there has been no interference with the voice quality."

Babcock found the Uplevel solution easy to configure with a bit of phone support and has enjoyed consistent call quality ever since. "Our bandwidth is still low, but now we have some control and still enjoy the savings and flexibility of using VoIP. The new system has also made me more efficient because I don't have to stop working to troubleshoot the call quality."

Ira Horowitz, one of the Sales Managers at SoundCurve, says the joint solution stands to benefit a large and growing base of users facing similar challenges.

"We're seeing the number of remote employees working from home offices continue to rise," Horowitz says. "We still occasionally run into similar issues in small offices where the bandwidth package is too small and there's now too much usage."

Horowitz says the combination of SoundCurve's business voice communications services and the Uplevel network gateway provide an ideal solution for small and home offices where everything that happens on the network stands to impact performance. "Users can plug our phones in anywhere there's an Internet connection and then work with their local managed service provider (MSP) or IT consultants to add prioritization from Uplevel," he says, adding, "It's a great alternative for customers who don't have access to high-speed bandwidth connectivity, or the budget to upgrade to landlines and new phone systems to solve call quality issues."

Better Economics for SMBs and MSPs

Both Uplevel and SoundCurve enable MSPs to deliver services without customers having to expend capital to purchase equipment upfront. For customers, the combined solution helps geographically dispersed companies accommodate growth cost-effectively by making the most of the resources they already have, without having to increase their Internet speed.

According to Uplevel, this new approach signals a large and timely growth opportunity for managed service providers (MSPs) specializing in the needs of small-to-medium businesses (SMB) as well.

"As evidenced by the explosion of smart phones and unified communications, voice isn't going anywhere anytime soon," says Glenn Chagnot, VP Marketing at Uplevel. "By combining our solution with business-class VoIP services such as SoundCurve's, MSPs serving small companies can offer IP-based telephony service with reliable quality that works better and costs less than traditional service from the local phone company."

Chagnot adds that being able to prioritize services also makes the solution very compelling for distributed call centers since Uplevel resellers can address security and backup issues along with voice quality using a single solution.

"Our core philosophy is to enable MSPs to offer small companies a major technology upgrade that solves their business problems without asking them to lay out a lot of money to revamp their network," Chagnot says. "Alliances with partners like SoundCurve play a major role in helping SMBs—and the MSPs who serve them—level the playing field against larger competitors with much bigger IT budgets."

For More Information

www.soundcurve.com

www.uplevelsystems.com

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Glenn Chagnot
VP Marketing,
Uplevel Systems