



# Cultivating a better bottom line

## Farmers Insurance

### SITUATION

As a small branch of a gigantic insurance, this Farmers Insurance broker knew how difficult it can be to gain an edge. Their small, tight-knit team of telemarketers was used to working closely with each other, but lacked any real technology that could help them with their tasks. This broker was looking for a communication solution to improve sales while lowering costs.

### CHALLENGE

The Farmers Insurance network provided many benefits to this small office, but telecommunications solutions was not one of them. Their current system had no features that could boost productivity, especially with them functioning on a shoestring budget. They needed a partner that could deliver a lot of advantages without saddling them with costs.

### SPECTRUMVOIP SOLUTION

SpectrumVoIP had just the solution needed that could deliver on both fronts. They were able to set this Farmers Insurance branch up with completely new set of equipment that featured a click-to-call system as well as the ability to have account information pop on screen for incoming callers. Most importantly this state-of-the-art technology came with zero set up costs, and a dedicated team to train employees on how best to maximize their potential.

### OUTCOME

- Installed a state-of-the-art phone system that required no infrastructure investment
- Access to installation, programming, and unlimited training by a dedicated SpectrumVoIP technician
- Provided a customized system tailored with PBX features at no added cost



### INTRO

- Local branch of award-winning insurance broker
- 5+ Employees
- Single office location

### BENEFITS

- In-person installation
- Advanced Integrations
- Pbx features included at no extra cost