

How NHC Flipped the Carrier Script on its Head for TCG and Its Partners

If vendors and aggregators don't install circuits and systems in a timely manner, customers can't pay their bills – leaving partners out to dry. Master agent TCG had this consistent problem. Unresponsive, unreliable vendors left TCG, its partners, and their customers frustrated. Until TCG started working with NHC.

“In this business, there are two nightmare words: Grand Opening.”

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NHC actually gets the project installed, which means the customer pays the bill and our partners get paid.

- KEVIN ZIMMERMAN, VP OF TCG NATIONAL SALES

A TCG partner sold a circuit order to a retail store customer for the store's grand opening one month later. The pressure was on.

"Once NHC got in there, it looked like the system was lit for the regional supplier, but the systems were wrong," said Kevin Zimmerman, VP of TCG National Sales.

He added, *"turns out it wasn't serviceable at that time. NHC estimated it would be 5 weeks to set up the service correctly, but that wasn't going to work in time for the grand opening."*

Make It Work

In order to hit the deadline, NHC sent the customer a 4G LTE/wireless backup device at no charge with no data overages. **The customer had their successful grand opening.** Then, NHC got the circuit installed less than a week later.

Zimmerman said, *"NHC went above and beyond. They took the time to listen to the customer and reacted in a way where they earned my trust and the trust of our partner."*

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That is why I love NHC. They listen to hear, as opposed to listening just to respond.



TCG Partners Now Have Long-Standing Relationships with NHC Project Managers

No matter the size of the project, NHC assigns a project manager to every one – something other carriers don't do. TCG partners request their orders to be assigned to a specific NHC project manager because they have such solid relationships.

Zimmerman said, *"The agents create those strong relationships with NHC's project managers, not the channel managers, which is unheard of."*

And NHC Is Devoted to Continuous Improvement



When TCG complained to NHC that their response times were slowing, the aggregator actively listened instead of getting defensive. By the next quarter, NHC had fixed the problem.

Zimmerman said, *"That is improvement and a willingness to adapt, which you just don't see from the seemingly larger, more advanced aggregators and CLECs."*

The Result? A Mutually Beneficial Future

TCG is excited for the future with NHC. They plan to start selling security products with NHC to expand their portfolio... *"Not just for new clients, but for our massive base of current customers who already love NHC."*

