

NHC Partnership Yields New Client Windfall for ETS Solutions

ETS Solutions, a Kennesaw, Georgia based technology consultant agency, decided to contract with NHC to test the waters to see if NHC could deliver where other providers had failed. The company ended up with three new enterprise clients – totaling over 1000 locations – as a result of the partnership.

The Problem:

Trying to Find the Right Provider for Customer Needs

Mike Russell, President of ETS Solutions, said the company was struggling to find a premier provider that could:

- Implement multi-carrier solutions.
- Consolidate down to one bill.
- Deliver first-class customer service to enterprise clients with thousands of different locations.

ETS Solutions was able to find a few providers that delivered on the single bill requirement, but were not able to service all locations. In short, no provider could truly do it all.

Enter NHC.



The Solution:

Provide Unmatched Customer Service

Russell said, "We started [NHC] off with a few small deals to see how they would perform and were pleasantly surprised with their quality service and level of commitment."

ETS Solutions uses NHC primarily for internet access to the tune of about 70% of sales, followed by 30% for voice services.

But according to Russell, **the best benefit of working with NHC is looking good in front of the client.**

"Whenever there's an issue that we escalate, NHC provides an immediate response. And that's always been the case since day one," said Russell.

"I've been in this business for 19 years, and I've met over 200 providers and worked with over 100 of them. I can say without reservation that NHC is our best provider. They're, without a doubt, my favorite."

– Mike Russell, President, ETS Solutions

The Result: Three New Clients, 1000 New Locations

After proving their capabilities with their handling of the initial contracts, NHC began fulfilling enterprise-level responsibilities with ETS Solutions' clients.

Russell said, "After a few short months, our relationship grew quickly to enterprise-level clients with multi-location deals. **NHC delivers all these services on just one bill and is able to handle 99% of locations with exceptional quality and customer service.**"

Why NHC? "Their customer service, responsiveness, escalation procedures, and overall taking authority of accounts."

– Mike Russell, President, ETS Solutions

But the best benefit of their partnership was something ETS Solutions hadn't envisioned.

With NHC's level of service and commitment, ETS Solutions was able to leverage their partnership to contract new clients. **The company's relationship with NHC helped them land their three largest enterprise clients with over 1000 locations.**

"Because NHC was willing to fly to meet face-to-face with our potential clients and work with them on formulating contract addendums, our partnership resulted in win-win-win scenarios for our clients, NHC, and us," Russell said.

NHC's timely implementation of their products and services enabled them to start billing and generating revenue more quickly; and they stayed responsive to every customer need ETS Solutions had.

NHC also modifies its operations to adapt to the specific needs of ETS' enterprise clients. When clients require specific order forms or unique standard operating procedures (SOPs), NHC quickly adapts to the client need at hand to speed up projects and make sure ETS' customers are getting superior customer service.

"NHC is always there no matter the issue. And the fact that we now have personal relationships that stem from our business partnership – that speaks volumes," Russell added.

