New PBX without Higher Cost for Maine Small Business

With its outdated phone system barely hanging on, Heartwood Distributors of Saco, Maine, made the switch to FairPoint's Hosted PBX – gaining a new, full-featured solution without high upfront costs or maintenance headaches.

Business Challenges

Kitchen and bathroom remodels typically net some of the highest returns for the cost. In Southern Maine, Heartwood Distributors is the go-to place to transform these rooms and boost home values with cabinets, countertops and custom design.

For 22 years, Heartwood Distributors has been a fixture of the Saco, Maine, community, just 30 minutes south of Portland. The team of five works closely with vendors to bring high-quality products to builders and residential customers. They put heavy demands on the phones as they do all the back and forth needed to serve customers and get products where they need to go.

For most of its 22 years, the company had the same phone system, an outdated PBX that began acting up. Heartwood also couldn't make simple changes easily, such as recording custom voice mail greetings. Owner Peter Yerxa knew it was time for an upgrade but was put off by the price tag. Instead, the old PBX pushed the issue for him.

"All of a sudden our phones wouldn't answer and we couldn't get replacement parts," Yerxa said. "We had to do something fast."

FairPoint Solution

Fortunately, Yerxa had received a call not long before, introducing him to FairPoint's Hosted PBX. With the cloud-based solution, Heartwood would avoid the large upfront investment of an on-premise system and never have to worry about replacing old hardware. Plus, the company would add convenient calling features it didn't have before.

"For about the same price we pay for phone service each month, we get all the equipment and don't have to maintain it ourselves. It's a big plus for us," Yerxa said.

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At the same time, the company added fast Ethernet Dedicated Internet Access (EDIA) service from FairPoint to enable the Voice-over-IP phone service and Internet access.

With the old phones barely hanging on, FairPoint had to deploy the Hosted PBX rapidly. “FairPoint pulled out all the stops to get us up and running as quickly as possible,” Yerxa said.

With FairPoint’s Hosted PBX, Heartwood manages preferences via an online portal. The business can specify call routing, such as ringing all phones at once or directing calls to a mobile phone. They also easily customize their voice mail messages from anywhere – a near-impossible feat before.

Benefits

The Hosted PBX provided the ideal solution for the small business, a new phone system without the barrier of a huge upfront bill or the recurring maintenance costs. As a hosted solution, FairPoint’s Hosted PBX is continually maintained and monitored for upgrade needs, requiring no action or additional cost for Heartwood. Nor does Heartwood need an IT professional to make any changes to configurations.

“The Hosted PBX is definitely less expensive in the short term and long run, and we don’t have to worry about it becoming obsolete,” Yerxa said.

Moreover, FairPoint delivers the quality Heartwood needs for smooth business operations. “The Internet is faster and voices are very clear,” Yerxa added.

For More Information

For more information, please contact your account manager.

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