



## EXTEL increases revenue and productivity

Telecommunications company boosts revenue by 20% with a company wide tool to streamline the service order process and improving customer management.

**“SMP is an invaluable operational tool that increases productivity in every department. Our revenue has increased 20% since implementing SMP.”**



**Carla Foxx**  
Director of Client Relations  
EXTEL Communications

### Customer Profile

EXTEL Communications, located in New Jersey, has been doing business since 1987. They service, install and maintain telecom and interconnect systems. EXTEL is the nation’s largest Toshiba dealer and offers services like PBX, Key Systems, Voice Processing, IP Telephony, Wireless and Call Center applications. EXTEL has about 30 Employees and 10,000 Customers. Learn more at: [www.extelcommunications.com](http://www.extelcommunications.com)

### Business Challenge

EXTEL needed a way to manage contact info and automate service orders. They wanted a system that allowed for data sharing of customer info and the ability to set reminders for follow up on both service and sales. Before implementing SMP, EXTEL used whiteboards, clipboards and files to manage their business.

“I had a vision when I joined this company and contact management was #1 on my list, SMP met that need.” - Carla Foxx

### Solution Overview

Carla Foxx joined EXTEL and saw room for improvement. They now use SMP to manage “Service, Dispatch, CRM, Contact Notes, and Activities”. The contact management function allows the company to store and access information all in one place. This combined with the ability to set “alarms” or reminders for any user has allowed EXTEL to better serve their current clientele and follow up on leads to close more deals.

### Business Benefits

“SMP is an invaluable operational tool that increases productivity in every department.” – Carla Foxx  
Carla estimates that using the activities feature along with the “set alarm” or reminders function has increased the revenue in her department by 20%. SMP has also streamlined the service order process by improving customer service. Carla says “We close more deals now because we set alarms (or reminders) to call people back. Clients are amazed because “we call them back when we say we will.”

## SUCCESS STORY

EXTEL Communications

## AT A GLANCE:

### Customer:

EXTEL Communications

### Location:

New Jersey, USA

### Industry:

Telecommunications

### Business Challenge:

Manage customers and automate the service order process. They wanted to replace their clipboard and whiteboard method with a software solution to allow company wide access.

### Solution:

Service Management Professional (SMP) by High 5 Software was implemented to streamline the service order process and create an interface to access customer information.

### Results:

EXTEL saw an immediate return on investment, a 20% boost in revenue, and positive feedback from customers. Productivity has increased since now all the necessary tools to succeed are in place for this telecom company.



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