

The Visibility to Run Communications as Well as They Run Their Broadcasts

How My Broadcasting Corp Used Cloud Communications and Real-Time Analytics to Streamline Operations and Support Expansion

mbc

My Broadcasting Corporation is a community-first radio, digital and live events company that is focused on Ontario.

Industry

Media

Size

Medium Enterprise
(101-500)

Introduction

In the broadcasting industry, precision and timing are non-negotiable. Coordinating teams across locations, managing complex workflows, and keeping operations running without interruption requires every supporting system to perform at the same standard the broadcast itself demands. For My Broadcasting Corp, communication was that system, and the tools in place to support it were not meeting the moment. The company needed more than a functional phone system. It needed a platform that could provide the performance, visibility, and ease of use a fast-moving media operation requires to stay sharp.

Scenario

The most significant gap was one the company could feel but not measure. With no visibility into call trends, volume patterns, or performance metrics, My Broadcasting Corp was managing its communication infrastructure largely in the dark. Bottlenecks that could have been identified and corrected went undetected. Decisions about staffing, routing, and workflow were made without data to back them up. In an environment where operational efficiency matters at every level, the absence of analytics wasn't just inconvenient. It was a structural blind spot that limited the company's ability to improve.

The day-to-day experience compounded the problem. Interfaces built for neither the end user nor the administrator made routine tasks harder than they needed



to be, reducing productivity and creating friction that touched every team using the system. Manual logging of interactions consumed time that broadcast professionals should have been spending on their actual work. The combination of poor usability, no analytical capability, and unreliable performance had brought the company to a clear conclusion: a comprehensive overhaul was overdue. Their evaluation criteria reflected the full scope of what they needed, with reliability and uptime at the top, followed closely by advanced call routing, meaningful analytics, ease of use, and appropriate pricing.

Outcome

The implementation of net2phone's SONAR Business Phone System delivered transformative results across My Broadcasting Corp's operations. By moving their communication tools to the cloud, the company eliminated the infrastructure limitations of their previous system while gaining the flexibility to scale and adapt as needed. The solution directly improved the customer experience by enabling more efficient call handling and routing, ensuring callers reached the right department or person quickly.

The platform enabled business growth by providing the scalability needed to expand teams and open new locations without requiring significant infrastructure investments. My Broadcasting Corp achieved meaningful operational cost reductions while establishing more consistent communication standards across all teams. The advanced call routing capabilities they prioritized during evaluation enabled faster, more accurate call distribution, eliminating the delays and misdirected calls that previously frustrated both staff and callers.

Perhaps most significantly, the improved reporting and analytics capabilities transformed how My Broadcasting Corp manages their communications. With comprehensive visibility into call trends and performance metrics, managers can now make data-driven decisions to optimize operations. The platform also enhanced their ability to manage remote and hybrid teams effectively, providing the flexibility modern broadcasting operations require.

"The analytics and reporting features have completely changed how we understand our communication patterns," noted My Broadcasting Corp. "We finally have the visibility we needed to make informed decisions about our operations."

The net2phone solution addressed every challenge My Broadcasting Corp initially faced, from eliminating manual logging requirements to providing intuitive interfaces that users actually enjoy using. By choosing a cloud-based system that prioritized both

functionality and usability, My Broadcasting Corp transformed their communication infrastructure from an operational bottleneck into a competitive advantage that supports their continued growth in the broadcasting industry.

We have complete control over the phone system we rarely need to contact their support team and when we do they are very quick to either answer our questions or do what needs doing.

- Scott Arsenault, Manager, My Broadcasting Corp