

Keeping Field Teams and Clients Connected Across Every Job Site

How North West Paving Strengthened Team Coordination, Improved Customer Interactions, and Built a Foundation for Expansion



North West Paving Ltd. is a progressive, growing company that has operated in the Edmonton area for 50 years. They provide gravel, asphalt and concrete services to Municipalities, General Contractors and Developers in the community and surrounding areas.

Industry

Construction

Size

Medium Enterprise (101-500)

Introduction

Running a growing paving operation means coordinating people and priorities across multiple job sites simultaneously, often under tight deadlines and in conditions where a missed call or a dropped connection has real consequences. Field crews need to reach the office. Project managers need to reach clients. Customers need answers quickly enough to feel confident in the contractor they hired. For Northwest Paving, all of that coordination depends on communication tools that are reliable, simple to use, and built for a business that doesn't slow down when the pressure is on. When their existing infrastructure began failing on all three counts, the impact showed up fast.

Scenario

The problems hit Northwest Paving on two fronts at once. Inside the organization, overly complex workflows and manual interaction logging created bottlenecks that slowed employees down and pulled their attention away from the fieldwork and project management that actually move jobs forward. Time spent on administrative communication tasks was time not spent on the work that keeps clients satisfied and projects on schedule. As the company grew and operational demands increased, those inefficiencies became harder to absorb.

On the customer side, the stakes were just as high. Poor call quality and frequent dropped calls disrupted conversations with clients and field teams at critical moments, the kind

of technical failures that in a project-based business can create real confusion about timelines, deliverables, and expectations. Inconsistent responses across communication channels compounded the problem, leaving clients uncertain about who to reach and what to expect. For a paving contractor whose reputation is built on delivering projects reliably and maintaining strong client relationships, these communication breakdowns were a direct threat to the professional image the company had worked to build.

Outcome

Northwest Paving implemented net2phone's Unified Communications platform to replace its unreliable infrastructure with a system designed for the demands of a field-intensive, growth-oriented operation. Improved call quality, increased system reliability, automated workflows, and consistent communication capabilities across teams gave the company the foundation to coordinate more effectively across job sites, offices, and client touchpoints.

The improvement in system reliability and call quality transformed how Northwest Paving operates in the field. Dropped calls and poor audio became the exception rather than the rule, ensuring that conversations between field crews, office staff, and clients could proceed without interruption at the moments they mattered most. "The improved call quality and system reliability have been game-changers for our field operations," Northwest Paving noted, a reflection of how directly the technical improvements translated into day-to-day operational benefits for a company working across multiple active sites.

Internally, the automation of previously manual processes reduced the administrative burden on employees and eliminated the bottlenecks that had been slowing teams down. Staff could redirect their focus toward higher-value work, and optimized workflows made it easier to manage growing demand without a proportional increase in overhead. Consistent communication across teams addressed the fragmented responses that had previously frustrated clients, strengthening the coordination that keeps projects moving and relationships intact.

"Providing more consistent communication across teams has strengthened our ability to deliver projects on time and maintain strong client relationships," the company observed. With a scalable platform now supporting its growth, Northwest Paving can expand its team and operations with confidence, knowing its communication infrastructure will keep pace every step of the way.

Key Statistics

75%

Increase in Productivity

We have been using net2phone for 5 years + and have had no issues with the product. It has up-to-date features and is very easy to use. The improved call quality and system reliability have been game changers for our field operations. We are able to provide more consistent communications, deliver projects on time while maintaining strong relationships with our clients, and grow our business by being able to handle more interactions.

- JoAnn Bilodeau, Payroll Administrator, Northwest Paving