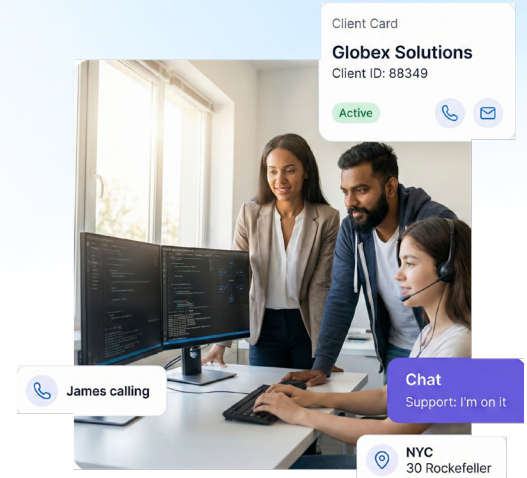


From Communication Gaps to a Platform Built for Growth

How Spirit Technologies Streamlined Routing and Improved their NPS Score.



Comprehensive IT support and cybersecurity services, proudly serving the dynamic business landscape of South Florida for over two decades.

Industry

Consulting

Size

Small Business (1-100)

Introduction

Spirit Technologies competes in an environment where the quality of every customer interaction shapes how the brand is perceived and measured. The company tracks Net Promoter Score as its north star for customer experience, which means that dropped calls, misdirected transfers, and inconsistent service are not abstract operational problems. They are direct inputs into a number that leadership watches closely. When it became clear that their legacy communication infrastructure was actively working against the experience they were trying to deliver, the case for change was not just compelling. It was urgent.

Scenario

The customer-facing problems were visible and persistent. Frequent dropped calls and poor call quality created a first impression that undercut Spirit Technologies' professional image before a conversation could even begin. Confusing auto-attendant and IVR menus sent callers down dead ends, extending resolution times and raising frustration levels for customers who simply needed to reach the right person. Inconsistent responses across channels meant the quality of an interaction depended too much on the circumstances rather than a reliable standard, and limited availability outside business hours restricted the company's ability to serve customers on their own terms.

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Internally, the challenges ran just as deep. The system struggled to hold up during peak seasons and periods of rapid growth, creating reliability failures at the exact moments when performance mattered most. Staff spent significant time manually logging customer interactions, time that should have been directed at serving those customers. Interfaces that were difficult to navigate increased training overhead and slowed adoption across the team. Disconnected platforms kept data siloed, blocking the kind of integrated workflows that drive efficiency. And with no visibility into call trends or performance metrics, there was no reliable way to identify where the problems were concentrated or whether improvement efforts were making any difference.

Outcome

Spirit Technologies implemented net2phone's cloud-based communications platform to address the full scope of its challenges in a single, unified move. The migration eliminated the infrastructure constraints of their legacy system and brought together call quality improvements, intelligent routing, expanded channel capabilities, and the analytics and reporting tools that leadership needed to manage customer experience with real data rather than intuition.

The improvement in call quality was immediate and unmistakable. Dropped calls went from a daily frustration to a rare exception, and faster, more accurate routing ensured that customers reached the right department on their first attempt rather than being passed through a series of transfers. The company also expanded its reach by adding SMS, chat, and WhatsApp to its customer engagement toolkit, enabling interactions through the channels customers already preferred. The combined effect was a more consistent, more accessible, and more professional experience across every touchpoint.

Operationally, the gains were equally significant. Consolidated communication technologies simplified management and reduced costs, while automated processes replaced the manual logging that had been quietly draining staff capacity. The new platform scaled reliably through peak periods and growth phases, removing the business continuity risk that had previously accompanied every surge in demand. Most critically, comprehensive reporting and analytics gave leadership the visibility it had been missing entirely. "The transformation in our communication capabilities has been remarkable," noted Spirit Technologies. "We've not only solved our immediate challenges but positioned ourselves for sustainable growth."

With NPS trends and call performance data now consistently available, Spirit Technologies can monitor the customer experience it cares most about and make the informed decisions needed to keep improving it. Spirit Technologies reported it has improved their NPS score to a solid 8 after implementing net2phone's solutions.

Key Statistics

25% +
Cost Savings

75%
Improvement in Productivity

What lead us to recommend and bring in net2phone was the good reputation as well as the reliability of the phone system. It has helped us to be more efficient as a team, and able to not have to worry about a phone system that is down and not working.

- *Danny Navarro, Technology Concierge, Spirit Technologies*