

CUSTOMER STORY: **Search Mojo**

Searching for a Voice: A Small Business' Voyage through Hosted VoIP Adoption

"As a small-business owner, I have countless daily challenges. With Apptix handling my Exchange email and hosted VoIP, those are two issues I no longer have to worry about. They have made the entire process of setting up and managing our email and VoIP system seamless and simple."

Janet Driscoll Miller
President & CEO, Search Mojo

Customer Profile



Web Address

- www.searchmojo.com

Industry

- Search Engine Marketing (SEM)

Apptix Products

- Apptix hosted Voice
- Apptix hosted Exchange
- Mobile email

Results

- 42% cost savings over traditional phone lines
- Unified remote offices
- Improved communications
- Better responsiveness and availability to customers
- Hands-off management and administration

Summary

Search Mojo specializes in search engine marketing (SEM)—that is, search engine optimization, pay-per-click advertising management, and post-click marketing—to drive B2B lead generation. Focused on increasing online conversions to amplify customer revenue, the Virginia-based, four-year-old small business relies on seamless communications technologies and doesn't have the time—or patience—for anything less than the best.

In 2007, President and CEO Janet Driscoll Miller started using Apptix as Search Mojo's hosted Exchange and mobile email provider thanks to a business relationship with an Apptix employee. She had previously engaged a smaller hosted Exchange email provider whose services were not well suited to her needs. She wanted and needed an IT service provider who could scale with her business and meet her demands for reliability, superior customer service, and mobility to equip her remote workforce. A busy CEO, Janet didn't have time for the "headache" of dealing with IT solutions, yet she required "worry-free" communications technologies. Happy with her hosted Exchange and mobile device service through Apptix's subsidiary MailStreet, when her staff size doubled, she knew it was time to adopt a comparable voice solution to scale and lessen her burdens.

The Challenge

#1: Equipping a growing business and enabling remote employees

Janet had limited knowledge of the benefits of VoIP—in fact, knew nothing about hosted VoIP—and wasn't sure if it was right for Search Mojo. Her initial study and comparison of options left her confused between VoIP and a traditional PBX phone system, and between hosted and standard VoIP systems. VoIP seemed a very complex and expensive investment option. Janet was struggling to distinguish the true business value propositions from one voice system to the next. What she really needed was a system that could a) continue to scale with her growing staff, and b) serve the increasing number of remote employees on her payroll. Which voice solution could do both?

#2: Meeting small business owner expectations

Janet's standards are common for successful, growing, small-business owners. She demands efficiency in all business operations. She is too busy to accept IT downtime, and her customer-service standards are sky high. A self-described "customer-service nightmare," Janet expects—and only accepts—superior service from her vendors, providers, and partners. "Small business leaders don't care ONLY about their bottom line, they also care about avoiding headaches," said Janet. "In some cases, the best solution might cost more, but it's more beneficial if it saves time and ensures efficiency." Ultimately, the voice solution Janet selected had to meet these high expectations to make it as Search Mojo's voice provider.

Answering the Call: Apptix Hosted Voice

When Apptix delivered Search Mojo with hosted VoIP, Janet hoped the new system would meet all her specific goals—and it did. Packaged with service through MailStreet, Apptix gave Search Mojo the email, mobile messaging, and phone reliability Janet demanded. The combination of hosted VoIP and Exchange gives Search Mojo the one-two punch of a cost-effective, reliable, robust email system and a flexible, location-to-location phone system that is always available, whenever customers call—regardless of where employees are located.

Search Mojo has been pleased that Apptix's hosted solutions:

- **Improved communications by uniting its remote offices.** With 25% of its staff working remotely, Search Mojo needed its phone and email systems to connect everyone. Apptix hosted VoIP enables quick, simple extension dialing—regardless of office location—and Exchange email with mobile messaging unites the team. Remote employees feel united because they are equipped to better interconnect to the staff and to the outside world.
- **Provided easy, hassle-free setup.** Search Mojo couldn't believe how easy Apptix made it to set up hosted VoIP. Technicians gathered requirements, walked Janet through the set up process, and recommended a configuration that made sense. Apptix remotely set up the phones and routers, so every member of Search Mojo's staff could plug-and-play. "This is something you don't expect, especially with a technology that seems so complex," said Janet.
- **Enabled efficiency.** Key benefits include efficiency-building features such as task and calendar sharing. By knowing in a quick click where busy, traveling colleagues are located, what they are working on, and when they are available, Search Mojo employees feel like a cohesive team. Colleagues can schedule meetings quickly, update tasks, and access everything from a remote device or desktop. Small businesses cannot get this benefit from POP email solutions, and Search Mojo has found these features to be the best efficiency-building benefit of Apptix's hosted Exchange solution.
- **Delivered superior customer service.** From Janet's perspective, she has found all Apptix features to be beneficial, but has been most delighted by Apptix's quality of customer service. "My customer service expectations are so high, they are usually not met," said Janet. "In all my experience with Apptix—be it hosted Exchange, mobile devices, or most recently, hosted VoIP—my expectations have been exceeded. I cannot say enough good things about Apptix's track record in customer service."

"Apptix makes it easy to conduct business with them. Apptix takes highly-technical engagements and makes it a simple process for those who are not technically savvy. For small business owners like myself, the last thing I have time for is to be an expert in this area. With Apptix, it's one less headache. They make my life so much easier, for which I am grateful."

*-Janet Driscoll Miller,
Search Mojo*

Results

In Q1 2009, Search Mojo conducted a review of its vendor relationships to determine the return on investment from each. In a comparison of what hosted VoIP versus a traditional PBX phone system saved her business (over a one-year period), Janet experienced a 42% capital and recurring service cost savings.

Search Mojo's decentralized staff has reported that, thanks to Apptix hosted services, they feel like a unified group. "As a remote employee, I can honestly say that today's tools and technology minimize geographic distance constraints. Thanks to Apptix's hosted VoIP, it has been so easy to connect with colleagues in the home office simply by dialing an extension," said Catherine Potts, a remote Search Mojo employee.

In terms of customer service, Janet says that Apptix is "the exception to the rule." In Janet's experience with Apptix personnel, they listened to her requirements and offered the service and products her firm needed—as opposed to selling features that didn't make sense. "A lot of companies just don't get that. Apptix does—they are sensitive to the small-business budget and I have developed a real sense of trust and rapport with their customer service personnel. They make my IT life 'worry free' because they are honest about which products are truly a fit for my business. Because I haven't felt cheated, or like I was sold a false bill of goods, I consider this to be a true partnership. Search Mojo plans to be a lifetime customer of Apptix's hosted services."