

CUSTOMER CASE STUDY

Optimizing Workforce Collaboration with UCaaS

INDUSTRY

Manufacturing

SIZE

Small to Medium

ESTABLISHED

1998

Business Challenges:

Scratch Off Systems continued to expand product lines and enhance their customer base, but as client demands grew, they realized there was a dire need for refinement of internal processes and an opportunity to shift to cloud communications. Greater functionality meant the ability to improve customer experience, improve internal collaboration tools, and increase levels of employee productivity.

With a bright future ahead, Scratch Off wanted to ensure that legacy systems would not be that barrier, limiting new opportunities or limit customer engagement. They realized the analog systems they were using forced employees to be at their desk to manage, emails, voicemail, and incoming client calls.

Leadership wanted to improve flexibility and ensure employees could be productive from anywhere, ensuring customer communications could be received and issues resolved in real time.

Knowing new cloud solutions would optimize workforce collaboration, they were set on finding a solution and partner that was dependable, flexible and reliable. They wanted solutions they could trust, and a partner that would be by their side every step of the way.



Refine Internal
Processes



Improve Workforce
Collaboration



Modernize Phone
Systems



Increase Customer
Engagement

SCRATCH OFF SYSTEMS

Scratch Off Systems is a leading producer of Scratch and Win game cards, an interactive and effective promotional tool that can help clients increase store and web traffic, increase sales, create excitement, influence productivity in employees, and much more.

Founded in 1998 in Independence, Ohio, the company dedicates their focus on not only meeting, but exceeding customers' expectations through creative design, complete product customization, and high touch customer service.

Today, the company offers a diverse portfolio of products. Among these are most types of pressure sensitive labels and top-quality print production pieces such as scratch cards, tickets, labels, stickers and more!

After 22 years in business, Scratch Off Systems is still the highest-rated and most-experienced scratch off printer around, serving businesses across a variety of industries such as: hospitality, retail, banks, retail, restaurants, sports and beyond.

The Portfolio Scratch Off Systems covers ranges from cards for grand openings or customer loyalty to trade shows and employee incentives, no matter what the occasion is, these promotional tools can be used to liven up most any business engagement.



Solution Selection Process:

Although Scratch Off Systems connected with several vendors for this project, they stayed true to their vision: They were going to improve operational efficiency, reduce costs and transition to the world of cloud. But the partners they selected needed to ensure they would deliver the results they were looking for, and felt supported day over day with deployment, set up, testing and beyond.

Scratch Off Systems was introduced to the FirstComm team at a point where they wanted to make a change. From day one, FirstComm team members supported the journey by providing valuable industry insight and product assessments to help the company capitalize on the value and benefits of transiting to cloud-based services.

“ While we evaluated other providers, FirstComm was by far the most knowledgeable and dedicated in providing us with the right solution for our company. ”

Dan Ogorek, CEO

“From the initial stages to the final conversion, the FirstComm team provided valuable insight and took the right steps needed to ensure our telecom infrastructure was transitioned efficiently,” said Dan Ogorek, CEO of Scratch Off Systems. The transparency and support that FirstComm provided from day one, completely blew the competition out of the water.

Scratch Off Systems felt questions and concerns were addressed and resolved quickly and that FirstComm was dedicated to ensuring they had the right tools, operational support and deployment guidance needed to grow and scale year over year.

The Journey of Implementation:


Once FirstComm was recognized as the clear choice to lead the IP transformation, the vision was to become reality. This was a major overhaul, not only was Scratch Off Systems transitioning from legacy analog to IP for voice – but the company was integrating a 3rd vendor that would focus on the overhaul of the company's internet and connectivity.

Although the project was targeted to move quickly, project impediments with the 3rd vendor caused delays. Scratch Off systems knew they had a lot of moving pieces to manage and a business they wanted to keep moving, uninterrupted through the transition. “The team took the time to walk through the usability in detail and made sure we were comfortable with the transition. The promises made from day one were always kept and they delivered above and beyond, exceeding our expectations” said Ogorek.

With the FirstComm team right by their side, they patiently moved forward using hybrid processes for over 9 months, but ultimately the project gained momentum and the transformation moved forward.

Through the entire project, Scratch Off Systems was able to depend on the FirstComm team: Always rolling with changes and obstacles and collaborating quickly to find resolve. Calls, requests, and issues were handled real-time and all individuals involved worked together to keep forward momentum.

“When our new system went live the FirstComm team provided clear and easy guidance to our entire staff, making sure everyone was familiar with the new system and its features. This was HUGE for us as it enabled our company to continue our operations uninterrupted.”



20% increase in workforce efficiency

The Final Results: ROI & Business Success

FirstComm solutions allowed Scratch Off Systems to significantly improve office efficiency, improve customer response times, and create greater transparency with internal communications. Employees now had the flexibility to take calls from any device and utilize cloud connectivity and channels to keep on top of company emails, voicemails, and important requests, with little to no delays.

“Our workforce efficiency increased over 20% since we partnered with FirstComm” said Ogorek. As business communications were now running smoothly and showing significant improvements in both internal and external engagement, Scratch Off Systems wanted to put even more finesse around their clients and the customer experience. Removing legacy limitations allowed them to do just that.

In the end, the level of support and efficiency FirstComm delivered throughout the project, created a true partnership based on loyalty and trust. Knowing business, technology and communication tools will continue to evolve, Scratch Off Systems knows with FirstComm by their side, they will always move forward and have the support they need to face today's business challenges and tomorrow's solutions.

“If we had to do it all over again, FirstComm would be our first and only choice as they are the clear winner in product quality and customer service!”