

# > Traditional Phones to Hosted VoIP Solution Daireds Salon & Spa Client Success:



## Hosted VoIP

### Business Challenge

A leading full-service salon, spa, and café in the Dallas / Ft Worth area was having technical problems with their phone system. They dropped calls daily and had a wide range of stability and voice quality issues. Every morning they had to reboot the system just to try and make it through the day. Neither the traditional phone vendor nor the IT provider they used at the time were able to provide any resolution. The spa had paid well over \$20k when they installed the system, which was only a few years old. So needless to say, the frustration level was high. There was a key unanswered question: how much business was the spa losing daily to calls that never went through?

### Technical and Business Solution

Enter CTG. CTG received a lead for the spa and setup an appointment to meet with them. During the initial meeting, CTG brought their Cytracom Demo Phone to show the spa, the phone, features and functionality. At the end of the meeting CTG left the phone and asked the customer to test and compare it to their current system. The next day, when the customer had to reboot their existing premise-based phone system, the Cytracom demo phone worked seamlessly. As part of CTG's service, they provide a full telecom audit. Beyond the technical evaluation, CTG's audit compared the customer's current phone bill to estimated costs on the Cytracom solution. This audit revealed that the spa would save a substantial amount on their monthly bill by switching to cytracom. After experiencing the quality of the Cytracom system and seeing a huge savings, the spa was ready to replace the old phone system. Not long after moving to the Cytracom system, the spa had a to hire a full-time person to answer all the incoming calls. That made them realize how many calls they had missed with the old system. Needless to say, not even a month after moving Daireds Salon and Spa to thier New Voice-Over-IP phone system; they decided to let CTG handle all of there IT and swiched from there current provider to CTG's all-inclusive Managed IT Services.



“At Daireds we rely completely on our call center booking appointments. We were instantly able to book more appointments and saved money switching to a brand new phones. Our customers were happier as well!”

### Daired Ogle

Owner / CEO

### About Daireds

Named by ELLE Magazine as one of the top 100 salons in America, and noted by InStyle Magazine in its prestigious Beauty Black Book, Daireds Salon & Pangea is an 18,000 square-foot salon, spa, med spa, cafe and conference centre located in heart of Dallas-Fort Worth metroplex.

The logo for Daireds, featuring the word 'Daireds' in a large, black, serif font. The letter 'd' is lowercase and has a unique, rounded shape.

Managed IT Services - Business Continuity - VoIP - Cloud - Security

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