

CASE STUDY

South West Towing Hauls Away Frustration with 2talk's Award-Winning Communication Solution

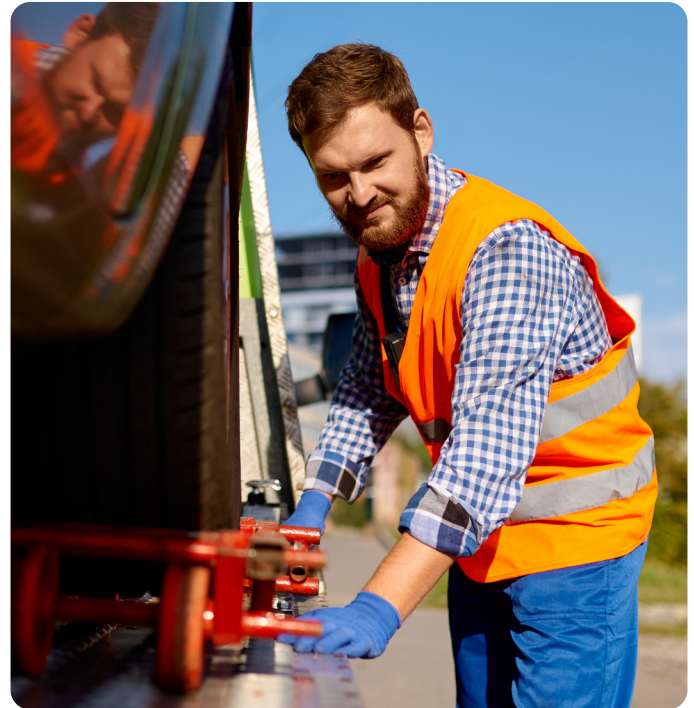
South West Towing's Story

For over 36 years, the California sun has shone not just on Cathedral City but also on the dedication and expertise of South West Towing. This family-owned and operated company isn't just another towing service; they're a trusted lifeline for motorists across Southern California and beyond.

Their impressive fleet boasts diverse capabilities, from sleek motorcycles and luxury cars to family vans and even towering RVs. Wheel lift trucks, flatbed carriers, and even a 16-ton underlift truck ensure there's no challenge too big or too small. Whether it's a roadside flat tire on a scorching desert highway or long-distance transport across state lines, South West Towing aims to get customers back on the road fast.

But keeping their business communication running smoothly was a different story. Their previous provider, Ooma, left them stranded with hidden charges, poor customer service, and declining call quality – like their phones were getting towed away one by one.

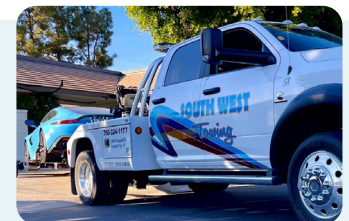
South West Towing needed a reliable Hosted Cloud PBX solution they could manage themselves to replace their dependency on their previous provider to make all the changes for them.



Why South West Towing Chose 2talk

Getting vehicles back on the road is South West Towing's daily mission.

Enter 2talk, a Hosted VoIP and Cloud PBX provider with a reputation for towing away communication woes. Intrigued by the promise of cost savings, better features, and exceptional service. South West Towing decided to take a test drive. And what they discovered was a solution that went above and beyond their expectations.



Fueling Savings with Feature-Packed Communication

"We were getting hit with extra charges for essential features like IVR and call recording, that was increasingly difficult to implement," shared Miles Boise, owner of South West Towing. "On top of that, their service was practically non-existent, and the call quality was deteriorating fast."

Switching to 2talk instantly put them on the fast lane. They saved around \$100 per month and gained access to a broader range of features for the same price, and immediate access to human customer support. Yealink handsets, softphones, and a browser web app provided flexibility and convenience, ensuring no call got stuck in traffic.

Exceptional Onboarding: A Smooth Shift into High Gear

The transition to 2talk was as seamless as a perfectly executed tow. "The onboarding experience was exceptional," enthused Miles. "Their team wasn't just there to sell; they genuinely cared about getting our call flow process working right. They even spent time with our team to set up our Yealink phones and softphones, ensuring everyone was comfortable with the new system."

2talk supports multiple types of devices.



Going the Extra Mile: Customer Service That Exceeds Expectations

2talk's commitment to service extended far beyond the initial setup. "2talk went above and beyond what any other service provider is offering small businesses today," remarked Miles. "It's truly focused on making sure we can communicate effectively with our customers, and that dedication shines through in their every interaction."

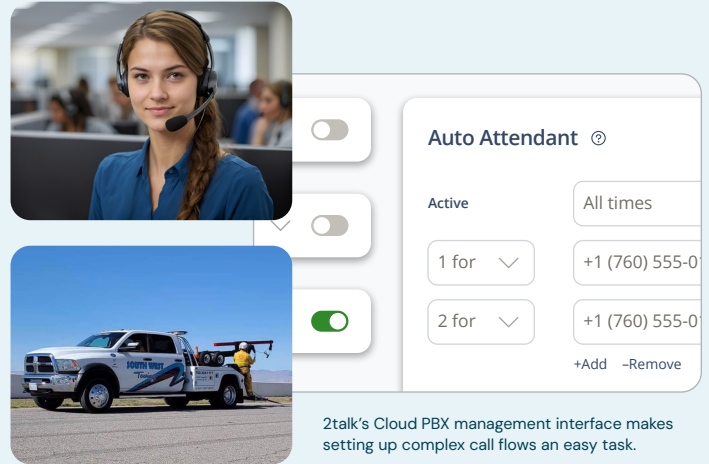
Navigating Complex Call Flows with Ease

One of the critical challenges South West Towing faced was managing its diverse inbound calls. They had a main inbound number with time-of-day routing, directing calls to the on-site team during business hours and an out-of-hours assistant after 6:30 pm. Additionally, they had a separate Inbound Toll Free number for the general public and a unique number dedicated to police and emergency services.

Previously, setting up and managing these complex call flows with their old provider took a lot of work. However, 2talk's user-friendly interface and intuitive features made it easy for them to configure their desired call routing scheme themselves. "We were amazed at how easily we could set up and adjust our call flow with 2talk," shared the owner. "No more waiting weeks for simple changes – we had complete control over our communication system, and support and guidance from the 2talk team when we needed it."

Beyond Price: Resolving Long-Standing Issues

2talk's solution addressed South West Towing's price concerns and long-standing frustrations with their previous provider. For instance, when they previously requested a simple call forwarding on their main line for after-hours calls, it took over six weeks and numerous follow-ups with no resolution. "With 2talk," emphasized the owner, "things are different. They're responsive, helpful, and genuinely interested in solving our problems, not just making a sale."



2talk's Cloud PBX management interface makes setting up complex call flows an easy task.

The essential features that South West Towing wanted from 2talk were:

Streamlined Operations

- Low-touch device provisioning for Yealink handsets
- Softphones for mobile accessibility (iPhone & Android)
- Centralized Cloud PBX management

Enhanced Call Handling

- Reception Console for efficient call routing
- Auto Attendant for clear caller options
- Call Queuing for reduced wait times

Transparency & Accountability

- Call Recording and transcription for training and trust-building
- Local phone numbers and extensions
- Toll-Free inbound calling

Value Beyond Features

- Flexible 2talk Cloud PBX solution
- Tailored monthly Calling Plan

The Bottom Line: A Communication Solution That Delivers Results

For South West Towing, partnering with 2talk was more than just switching phone providers; it was investing in their business's success. "We highly recommend 2talk to any small business that wants great phone service without the high price and a company you can depend on," concluded Miles. "They've helped us streamline our communication, improve customer service, and save money – that's the kind of partnership that deserves a five-star rating."

2talk: Your Reliable Copilot on the Road to Communication Success

Like South West Towing, countless businesses across diverse industries have discovered the power of 2talk's communication solutions. Award-winning technology, feature-rich plans, and exceptional customer service are just a few reasons why 2talk is the preferred choice for businesses seeking a reliable and affordable communication partner.

Ready to improve your business communication?

Contact 2talk today and experience the difference for yourself. Visit 2talk.com or call us at 1 800 283 1332.

