

Partner Success Story: AVIT

How AVIT found a UCaaS provider whose support and flexibility helped them scale by 400%

Overview

AVIT is an international information technology and audio/visual systems integrator that specializes in managed services, customized hardware and software installation, and ongoing support. Founded in 2012 in the Tampa Bay area, AVIT has grown 400% over the last four years. With over 100 employees, and servicing 3.8K restaurants around the world, AVIT is the technology provider behind brands like Margaritaville and Mission BBQ.



Kelly Green
General Manager, AVIT

Challenge

After working with overcomplicated, unreliable, and inflexible communications providers, AVIT's General Manager, Kelly Green, needed a like-minded, readily available communications vendor to support their fast-growing business and data infrastructure needs. With the communications industry becoming increasingly commoditized, finding a provider to meet these needs was no easy feat. However, with over 40 years in the channel, Kelly knew what to look for.

“I can't teach caring — this keeps coming up again and again with partners. Nextiva does an amazing job at resolving issues and making sure the customer is taken care of. We both treat partners and customers the same — like they are family.”

Solution

Kelly knew right away Nextiva's values aligned. With nearly 90% of AVIT's business coming from referrals — customer satisfaction is key. From day one, Kelly had a dedicated Partner Teaming Unit and a Regional Partner Manager, Rina Doering. As a one-call-away support team, Nextiva has helped resolve any customer issues Kelly has faced within 24 hours.

Working with Rina and the dedicated Partner Teaming Unit, Kelly could scale his UCaaS offering without the stress of complicated setup and extensive training, which is critical in the high-turnover hospitality industry. He also needed the flexibility to customize Nextiva's services to address each unique situation. No canned solutions would do.

On top of it all, Nextiva's industry-leading incentives and Amazing Service® made it easy for Kelly and AVIT to keep customers and build profitability. With reduced time resolving customer issues, increased customer retention, and insane product reliability — Kelly knew he could “set it and forget it” to stay focused on business growth.

“*The biggest feather in my cap was bringing Nextiva into the building. We were able to move away from an on-prem installation with very little features to a full-blown UCaaS enterprise solution with call center capabilities.*”

Result

AVIT was happy to find a values-aligned provider that resulted in “extreme customer happiness”. Between Nextiva's dedicated Partner Teaming Unit and turn-key solutions, AVIT was able to scale its business exponentially with confidence and reliability.

Kelly says he's happy to let people know about Nextiva — even his competition:

“*I can outsell them, that's not a problem. At the end of the day, it's not always about the dollar. Nextiva has our back, helps us grow, and has maintained that through our mutual focus on client happiness.*”

Since partnering with Nextiva, AVIT has seen:

400%
growth over the
past 4 years

66%
increase in
customer
retention

42%
time reduction on
customer support
over partnership
lifetime

Let's get started.

Contact channel@nextiva.com to learn more.