

CASE STUDY

NHI: Easing Tensions with Jive Voice

National Holistic Institute (NHI) is a college of massage therapy. When it was established in 1979, it was the first accredited massage school in California. Massage therapy is now one of the fastest growing fields in the country, with employment expected to increase 22.6% by 2022. NHI has received the benefits of that rapid growth, now graduating about 1,000 students per year in three different therapy programs, making NHI the largest massage school in the state. It also boasts over seven unique campuses, with two more on the way. NHI is known for its open and welcoming culture, and for creating an environment where all students and staff feel able to contribute and learn. NHI has been featured in both Newsweek and Time Magazine.



At a Glance

National Holistic Institute is a massage therapy school with campuses throughout California, known for its single-focused training programs in the growing field of massage. NHI had implemented a solution with AT&T, but the system was not stable enough for their needs. It also provided little opportunity to scale their programs. After weighing multiple different phone providers, NHI decided on Jive, and found the ongoing stability and scalability they needed.



The Problem

Over the last 10 years, NHI has experienced a sharp increase in interest and attendance, thanks to the explosion of the massage industry. Set to have nine interconnected campuses by 2017, NHI needed a phone system that could transcend the physical boundaries of their buildings and allow both leaders and students to collaborate. They also needed a stable platform that could manage all their campuses without costly and inconvenient outages. NHI thought they had these needs covered by their AT&T phone system.



But by 2014, it became clear that the existing system wasn't going to age gracefully under the added pressures of growth. Linda Rikli, Senior Vice President of NHI, noted that even though the AT&T solution was very expensive, the phones were constantly down. "The worst part is that when our phones go down, it doesn't just affect one campus, but multiple campuses." Rikli said. "It also took them a long time to resolve issues, and ultimately we just didn't see how we could continue to grow and still rely on their technology."

The outages began affecting campus life in a dramatic way, often preventing NHI from acquiring new students. "Every time our system went down, we lost money, because we were unable to take every call that came in from enrollees. Since the average student pays \$17,000 over the course of the curriculum, that's quite a loss." NHI began looking for a new phone provider, in the hopes that the ongoing stability issues and lack of flexibility could be resolved.

The Solution

Six months of research led to an exhaustive list of 12 phone providers, including traditional phone systems, on-premises VoIP, and Hosted VoIP. Jive quickly rose to the top of NHI's list: "Jive seemed the most stable but also nimble, with a strong focus on ease of operations," Rikli said. "There was just a good balance between the stability we desperately needed and the flexibility we wanted for our expansion."

After implementing Jive Voice—Jive's voice system with an all-inclusive feature set—NHI saw major improvements to the issues they had been experiencing. "Right off the bat we noticed that Jive support was very helpful, and it was a shockingly smooth transition. It stood in stark contrast to our previous experience," said Rikli.

NHI staff was also delighted to discover the user-friendliness of the Jive system, particularly the visual Dial Plan Editor. There were a few slight issues the first few months after implementation, partly owing to expansion on both sides of the relationship, but Rikli reports that these were always addressed quickly and well. "The last year has been incredibly stable, and Jive feels like an organization with whom we can grow comfortably and quickly. I couldn't be happier with the results."

[With Jive,] there was just a good balance between the stability we desperately needed and the flexibility we wanted for our expansion.

LINDA RIKLI, SENIOR VP



FEATURE HIGHLIGHTS

Like NHI, many Jive customers need a stable phone solution that can comfortably span multiple locations. This is especially true in higher education, where the needs of a busy campus have to be matched by a speedy and scalable phone system. But with so many providers out there, it can be difficult and costly to test the stability and user-friendliness of each. Here are some of the reasons that NHI felt confident moving forward with Jive after completing their research:

Consistent Service: NHI came from a cumbersome relationship with AT&T, so when they began searching for a new provider, they were primarily focused on regaining control of their system. NHI cites Jive's consistent service as one of the main reasons prompting the switch. "Jive emphasizes the quality provision of technical support, and because of that attitude, I no longer have to be the conduit for technical issues if the network is going down across campuses," said Rikli.

Efficient Features: In the higher education world, staff members have to respond to potential applicants at lightning speed: otherwise, these opportunities can be lost. Jive Voice provides the means for NHI to address every student and prospect when needed. The Dial Plan Editor allows each staff member to customize their call flow to reach prospects as fast as possible, while the Jive Mobile application allows for business calls on the go. "Not only does Jive make my personal life much more user-friendly, but it translates into greater overall efficiency for us," said Rikli. "The entire system is so user friendly that even the less tech-savvy members can use it."

Cost-Effective: At a college or university, each dollar spent on a phone system is a dollar that could have been put towards student funding or vital classroom equipment. NHI's previous AT&T system had been very expensive without a clear return on investment. Because of that, NHI realized that they would have to find a cost-effective solution that didn't cut corners on service. This is one place where Jive shone in particular, since all features and extras come included at one low monthly rate. Jive is also certified for E-rate funding, which means that certain schools can apply to implement Jive at subsidized costs.

Grounded In the Cloud

With Jive Voice, National Holistic Institute has once again been freed to focus on their core mission values: training students to heal others with the power of massage. Linda Rikli remarked that there is a huge opportunity for today's massage therapists to expand into the traditional medical environment, and with that opportunity comes an increasing need to communicate. "As this growth continues, we'll need to keep up communications in the community and make sure we can achieve our goals. So we're very excited about the possibilities of what Jive can do for us and the industry."

See more at jive.com/customers.

Jive Communications, Inc. | 1275 W 1600 N, Suite 100, Orem, UT 84057 | 866.768.5429 | jive.com

© 2015 Jive Communications, Inc. All rights reserved. JIVE COMMUNICATIONS® and the JIVE logo are registered trademarks of Jive Communications, Inc. All other brand and product names are trademarks or registered trademarks of their respective holders.