

CASE STUDY

United Contractors: Building Castles With the Cloud



United Contractors is a family-owned general contracting company located in Utah and California, with additional offices in Arizona and project sites spanning the West Coast. United Contractors began in 2004, and since then it has developed a reputation for quality and innovation in both residential and commercial construction. A partner of the Ken Garff Automotive Group, United Contractors has been involved in over 30 auto dealership projects in the last five years. United Contractors has also been featured in a number of design magazines, including the Spring 2013 issue of Utah Style & Design, and the October 2014 Edition of ENR Mountain States.

At a Glance

United Contractors provides high quality general contracting services to clients throughout the West Coast. In 2010 they were looking for a flexible business phone solution without contracts, one that could also work for multiple turnkey construction projects. Jive's combination of cloud-based software and enterprise grade features made it the ideal solution for those needs. United Contractors also partnered with Jive to create an integration with DealerSocket CRM that will transform the auto dealership industry. Today they implement Jive with clients who can benefit from a truly adaptable Hosted VoIP phone system.



The Problem

In 2010, United Contractors relocated to a new office in downtown Salt Lake City, and they wanted a modern and cost-effective phone system to match it. General contracting also requires mobile offices for out-of-town projects — a difficult task to accomplish with traditional phone lines. “In theory we have 2 offices, but in practice we might have 8 or 9 offices at a given time, since our employees are away on jobs so often,” said co-founder and CEO Matt Menlove.



In essence, United Contractors needed a phone solution that could make communicating across state lines more seamless, while still maintaining a unified corporate image.

But United Contractors wasn't the only company looking for phone service. Their clients often ask for "turnkey" projects, meaning that everything from electricity to Internet service is already installed. "A lot of our clients are using much older and frankly outdated technology, particularly for their phones," said Menlove. "So we really hope to bring them the latest and greatest of all the different technologies, which for phones means VoIP." This meant United Contractors had to find a VoIP service that was flexible enough to work for a variety of client needs, but also powerful enough to offer a comprehensive feature set.

The Solution

By a stroke of fate, Menlove was seated next to a Jive representative on his flight back to Salt Lake City. He soon realized that a VoIP system hosted through the cloud could be just the solution for United Contractors. "Five years ago when we were looking into Jive, the cloud was still kind of untested," said Menlove, "but we were very interested in the prospect of a mobile phone service for our out-of-town jobs. When I heard that Jive operated entirely on the cloud, I was intrigued." With the Jive Mobility application, cell phones can stand in for regular desk phones. This was appealing for United Contractors, since they could travel freely without sacrificing professional appearances or features.

United Contractors also wanted to keep upfront costs to a minimum and avoid complicated term contracts. "The cost of implementation with Jive is low, and the lack of contracts is perfect for a small startup. It's an easy commitment, and that's important when you're trying to grow a business." Once they had selected Jive, United Contractors was also impressed with the quality of customer service throughout the onboarding process. "If we had connectivity issues, Jive was great at working those out with our IT guy," said Menlove. "Any time I've reached out for training, they were right on top of getting back to me."

PARTNERSHIP WITH JIVE

After using Jive in Salt Lake and beyond, United Contractors became a reseller of the service. Menlove realized that using Jive for their clients

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MATT MENLOVE, CEO



could increase customer satisfaction, particularly for the auto dealerships. Since dealerships often have BDC customer attention centers, Jive's call reporting feature can provide invaluable insight into their current sales practices and depth of customer outreach.

Working with United Contractors, Jive has also designed a new integration with DealerSocket CRM. DealerSocket is the industry standard for customer relationship management, by providing predictive customer analysis and reporting specific to dealerships. This Jive integration allows agents in call centers to automate dials through the Jive system, both improving efficiency and opening new reporting possibilities. United Contractors is launching it with Manhattan Beach Toyota in California first, in the hopes that it will become standard issue for dealerships.

KEY ADVANTAGES

Adaptability is one of the most important advantages offered by VoIP. Like United Contractors, many companies need a phone solution that can empower their employees to go mobile, free them from contracts, and allow for targeted customization. Here are a few reasons why United Contractors selected Jive to solve these problems:

Jive Mobility: United Contractors needed the flexibility to create mobile offices. They aren't alone: more and more businesses are looking for office phones on the go, as remote employment increases. Through Jive Mobility, users can take calls from their computers, tablets, or smartphones. "You can basically put your office phone in your suitcase. It's that easy," Menlove added.

Clear Pricing: For a burgeoning startup, a lengthy phone contract can be daunting, and the upfront costs of an on-premise system staggering. In contrast, Jive offers a flat monthly rate determined by the number of users per system. Within that flat monthly rate is an all-inclusive, enterprise grade feature set that includes call reporting.

Customizable: United Contractors had to find a phone system that would play well with their clients' existing technologies. Jive's integrations with platforms like DealerSocket, Zendesk, Redtail, and CurveDental demonstrate a strong commitment to customization, and to making technology as useful as possible. Jive also makes it easy for business owners to customize callflows right from their desk, with the intuitive Dial Plan editor.



Revvng Engines with Jive

After 5 years with Jive, United Contractors still looks forward to continuing with the service, and to facilitating the DealerSocket CRM integration with upcoming auto dealership projects like Manhattan Beach Toyota. When asked why he preferred Jive, CEO Matt Menlove said simply that "Jive will customize to your needs, and work with you on any system match. That's more important today than ever."