



CASE STUDY  
Princess House  
Mansfield, MA



## Partners Technology Provides Princess House with Down-to-earth Benefits from the Cloud

With today's communications technologies, there's nowhere to go except up. Up to the cloud that is. So that's where Princess House, a direct-selling home business opportunity serving over 30,000 independent business owners across the U.S., decided to go when the time came to replace its aging earthbound premise-based phone system.

"Besides the fact that our previous system was more than 12 years old, we needed a platform that could continue to grow with our company," said Bassam Alqassar, Princess House Vice President of Information Systems and Technology. "The earlier Mitel system we had served us well, but as technology has advanced, we needed to take the next logical step to improve scalability and flexibility in the future, as well as our ROI. Migrating to a Mitel cloud solution enabled us to accomplish that without an initial capital expense investment while reducing operating costs."

### The royal treatment

Princess House also wanted an upgraded system to support its remote call center agents and deliver a better customer experience to its home-based business owners.

"With MiCloud Flex, Princess House can now give its customers -- and employees -- the royal treatment through multiple communications channels via a single interface that streamlines voice, text, email, chats and social media," said Jim Rabbitt, Managing Partner at Partners Technology, a Mitel Gold Partner. "We were able to deliver and easily deploy everything through the cloud without disrupting their regular business operations, which was also one of their key objectives."

Bassam agrees, noting they evaluated several other providers including Amazon Connect, Five 9's, In Contact, 8x8 and Genesys before selecting Partners Technology.

"The main factor in going with Partners Technology and Mitel is the fact that we were already using the on-premises Mitel solution, so we were able to migrate to MiCloud Flex with minimum interruption to our business."

### The crowning achievement

Within just two months of switching its communications to the cloud, added Bassam, Princess House has already gained significant business benefits and achieved its cost-saving goals.

"Our scalability has increased now that we're able to add and remove agents and/or phone lines without the need to purchase additional licenses. We no longer need to deal with separate telecom providers either, which has shortened lead times in adding new lines. And with a single interface for all voice, text and email, we're more available and accessible to our customers than ever before."

### Praise for Partners Technology

Pivoting from a ground-level platform to communications at the 30,000' level was no easy feat, admits Bassam, but "the transition from our on-premises system to MiCloud Flex was well-designed and executed flawlessly by the Partners Technology team."



Powering connections



### ABOUT PRINCESS HOUSE

Princess House is a 58-year-old privately held Direct Selling company with a vision to grow for at least another 58 years. Over the years, they have evolved in their demographic reach and in their product offerings: from a company with a sales force of middle-America homemakers selling crystal and collectibles, to a home business opportunity that reaches a primarily Latino audience, sharing cookware, serveware, and home products with their friends and families. Today, they serve over 30,000 independent business owners across the United States.

### ABOUT PARTNERS TECHNOLOGY

At Partners Technology we provide organizations of all sizes with advanced networking, communications, and technology solutions. We offer a full range of products and services, including a comprehensive suite of voice products, data networking solutions, managed services, and cloud services.

With an unwavering focus on customer service, Partners Technology enjoys some of the highest customer loyalty and satisfaction ratings in the telecommunications industry.

As an Exclusive Mitel Gold Business Partner, we service all of New England and are able to service our customers globally utilizing a network of over 1,600 value-added Mitel resellers and partners.



**Bringing People and Technology Together**

781.930.5000 | 471 Page Street, Unit 6 | Stoughton, MA 02072 | [www.partnerstechnology.com](http://www.partnerstechnology.com)