

Residential Builder and Retailer in Virginia Improves Collaboration with  
Cloud-based Voice and Unified Communications Solution and Reliable Internet

### **SMALL BUSINESS BUILT ON QUALITY AND CUSTOMER SATISFACTION**

Golden Rule Builders, Inc. was founded in 1987 in Catlett, Virginia. Today, the company has 30 employees and operates out of Golden Rule Centre, a new 15,000 sq. ft. building with a showroom, design center, and space to host community seminars and events.

They are a full-service builder who provides custom new homes and remodeling services. The company also offers flooring, cabinetry, plumbing fixtures, stone and solid surfaces, and appliances at its showroom for sale directly to do-it-yourselfers and other firms in the building industry.

“Our number one goal is to make our customers happy. To ensure that they always get exactly what they want, we guide them through the entire building process, from design to picking out finishes and appliances,” said Joel Barkman, President and Owner.

### **SLOW INTERNET AND OUTDATED VOICE SYSTEM AFFECT CUSTOMER SERVICE AND EMPLOYEE COMMUNICATION**

Golden Rule Builders aims to provide an exceptional customer experience by including clients in the building process from start to finish. To do so, the company requires its employees to be accessible whether they are on a job site or in the showroom. It also relies on an online collaboration tool that gives employees and clients the ability to review and approve design materials, schedule meetings with designers or builders, see daily updates or photos from the project, and submit financial information in a central location that is accessible to all. This tool not only helps clients stay connected to their projects, but it also helps Golden Rule Builders’ employees because it eliminates the need to carry around massive drawings and files to job sites.

Unfortunately, Golden Rule Builders was running into problems keeping employees and clients connected with the voice and Internet services it was using. Its legacy phone service lacked basic voicemail and call transfer features, making it difficult for busy customers and employees to stay in touch.

“It was difficult to provide the type of customer service we pride ourselves on when customers would get disconnected and often couldn’t reach us in the first place, or even leave a message,” said Dennis Taylor, Information Technology and Marketing Manager.

Golden Rule Builders’ previous Internet service was also slow and, at times, unreliable. The company was using a 20 Megabit per second (Mbps) wireless broadband service that functioned on a line-of-sight basis. Without a reliable Internet connection, employees couldn’t always access Golden Rule Builders’ online collaboration tool, the Internet, or email, inhibiting customer communication and slowing the progress of projects.

### **SITUATION**

- Full-service builder in Virginia
- Founded in 1987
- 30 employees

### **CHALLENGE**

- Legacy voice system with limited functionality
- Slow Internet connectivity

### **SOLUTION**

- Comcast Business VoiceEdge™
- Comcast Business Internet

### **RESULTS**

- Cloud-based voice services
- Reliable, high-speed 100 Mbps Internet connection
- Improved communication and collaboration between clients and employees

## **GOLDEN RULE BUILDERS' EMPLOYEES ARE CONNECTED AND PREPARED WITH COMCAST BUSINESS VOICE AND INTERNET SERVICES**

Golden Rule Builders ultimately switched to Comcast Business for its voice and Internet services. The company chose Comcast Business VoiceEdge, a cloud-based voice and unified communication solution, and a 100 Mbps Business Internet connection at Golden Rule Centre.

With Business VoiceEdge, incoming callers can now leave a voicemail, rather than hitting a dead end when they call Golden Rule Centre, and employees can stay connected even when they are out in the field using the call transferring feature, which allows staff to transfer calls from the design center and showroom out to employee cell phones.

The 100 Mbps Internet connection gives Golden Rule Builders up to five times faster speed than it had previously, providing scalable, reliable service that can support anytime access to its online collaboration tool, and simultaneous web-based conference calls without service degradation, expediting communication between customers and employees and eliminating the need to shuffle paper-based files and drawings. The 100 Mbps Internet connection also provides the backbone to support WiFi service for employees and customers that visit Golden Rule Centre.

“After switching to Comcast Business, we feel like we have moved out of the caveman era and into the modern world at long last!” says Taylor. “The things we are able to do now, we could not have done without Comcast Business.”

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- Dennis Taylor  
Information Technology  
and Marketing Manager  
Golden Rule Builders, Inc.