

Philadelphia Digital Analytics Firm Links Distributed Workforce with Comcast Business VoiceEdge™

DIGITAL ANALYTICS FIRM HELPS CLIENTS LEVERAGE DATA TO MAKE STRATEGIC BUSINESS DECISIONS

Aaron Maass founded MaassMedia, LLC, a boutique digital analytics agency, in 2008. The firm offers services such as digital analytics implementation, reporting, analysis, testing and optimization, and training. It caters to national enterprise customers in numerous industries, such as finance, sports, publishing, retail, and security, who are looking to make informed marketing decisions that can ultimately help drive sales. The company is headquartered in Philadelphia.

“Our team here is quite good at looking at large, complex sets of data and connecting the dots,” said CEO & Founder Aaron Maass. “We are able to find the meaning in mountains of numbers that not everyone can see.”

ADVANCED VOICE SERVICE REQUIRED TO LINK NATIONAL EMPLOYEE BASE

Although MaassMedia is based in Philadelphia, many of its employees live in other parts of the country. With the VoIP services MaassMedia was using, its remote employees were not reachable through the company’s main voice line; instead, customers had to dial remote employees directly. This gave clients the impression that they were working with a group of contractors versus a unified agency. MaassMedia wanted its employees that worked remotely to be connected to their office phones so customers only had one company number to dial, and also to make sure that business related calls would not go unanswered.

Further, MaassMedia wanted a voice service that ran over a dedicated circuit, versus a service that ran on top of its internet service. As a digital agency, the company sends and receives massive amounts of data, including large data files and images that consume a lot of bandwidth.

“We were looking for a service provider that could deliver a comprehensive solution to meet all our voice and data needs,” said Maass. “It had to be a service with quality, reliability, and speed.”

WITH COMCAST BUSINESS VOICEEDGE, MAASSMEDIA EMPLOYEES DON’T HAVE TO MISS CALLS

After moving to a new building, MaassMedia looked to switch providers and upgrade its services and went with Comcast Business for its ability to provide innovative, cloud-based voice services and internet that is fast and reliable.

SITUATION

- Boutique digital agency based in Philadelphia
- Expertise in data-driven services and digital analytics
- Distributed base of remote employees

CHALLENGE

- Call management a challenge between office and remote workers
- Internet and voice services not sufficient to support business needs

SOLUTION

- Comcast Business VoiceEdge™
- Comcast Business Internet

RESULTS

- Cloud-based voice service for seamless call management
- Separate lines for internet and voice services
- Improved client experience and response times

Specifically, MaassMedia opted for Comcast Business VoiceEdge, a cloud-based voice and unified communications solution. To install Business VoiceEdge, MaassMedia did not pay any upfront capital costs. Instead, they pay a monthly service fee for a fully managed solution that offers HD-quality voice, multiple phone options and includes maintenance and new features as well as an innovative mobile app. Unlike the previous phone system, VoiceEdge runs over a dedicated voice line – separate from the company's internet service – and is a high quality voice service that meets its needs.

MaassMedia was excited to take advantage of another VoiceEdge feature – the ability to set up employee business phones to ring their smartphones simultaneously so they don't have to miss a call. Customers need only to dial the MaassMedia office to be connected to an employee – wherever they are located. For MaassMedia, not only does this provide a unified presence to prospects and clients calling the agency, it also enables remote workers to seem as if they are sitting at headquarters – enabling the agency to span geographies to find, attract, and retain key employees.

Maass added, "Comcast Business VoiceEdge allows us to be ready and able to receive an incoming call. When we get an inbound phone call to our general number, all of the phones ring at the same time, including our remote workers!"

With 100 Megabit per second (Mbps) Comcast Business Internet connection, MaassMedia also has sufficient capacity to send and receive bandwidth intensive files without worrying that they're impacting voice services.

"We might be a small company, but we work with very large clients with high expectations and Comcast Business services provide the perfect platform to connect our distributed workers, accelerate the delivery of our analytics services and grow our digital business," added Maass.

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- Aaron Maass
CEO & Founder
MaassMedia, LLC