

# NEXT DAY FLOORS INSTALLS COMCAST BUSINESS VOICEEDGE™ FOR IMPROVED EMPLOYEE AND CUSTOMER COMMUNICATIONS



Maryland Business Offers Superior Customer Experience with Cloud-based Voice and Unified Communications System and Business Internet

## LOCAL, FRIENDLY FLOORING EXPERTS KNOWN FOR NEXT-DAY SERVICE

Next Day Floors, founded in 1960 as Carpet Fair, is a Maryland flooring business with six retail locations, a commercial division, and shop at-home services, including in-home consultations. The showrooms are located in the towns of Annapolis, Dundalk, Parkville/Towson, Columbia, Glen Burnie, and Woodlawn, which also serves as company headquarters and the Next Day Floors warehouse.

“We got our name because we offer next day delivery and installation for any flooring products that we have in stock at our warehouse,” said Maureen Anderson, president of Next Day Floors. “It’s just another way we show our commitment to our founder’s motto – ‘The Customer is King!’”

## TRADITIONAL PHONE SYSTEM INHIBITING EMPLOYEE COLLABORATION AND COMMUNICATION

Competing with both online and national home improvement retailers, Next Day Floors prides itself on having knowledgeable sales associates that treat customers like neighbors. Sales associates seek to provide an exemplary customer experience, and they do this by being highly available to customers to answer questions – in person and via phone.

Previously, the company relied on a 1-800 number to service customers and employees. But as the business grew, the retailer realized it needed to upgrade its voice service to include features like call forwarding to cell phones and direct dialing to keep pace with incoming calls. It also wanted to increase its 16 Megabits per second (Mbps) internet service to expedite file transfers and enable seamless connectivity to its inventory management system.

Anderson said, “We knew we needed to update our communications systems to make it easier for our sales associates to communicate with each other and our customers.”

## COMCAST BUSINESS VOICEEDGE PROMOTES COLLABORATION ACROSS ALL SIX NEXT DAY FLOOR SHOWROOMS

Next Day Floors was already using Comcast Business for voice and internet services and did not want to switch service providers – instead, they sought to take advantage of new cloud-based service offerings to improve communication. The company upgraded its basic phone services to Comcast Business VoiceEdge and increased the speed of its Comcast Business Internet to 50 Mbps at all six locations.

## SITUATION

- Residential and commercial flooring retailer
- Six locations in Maryland
- 55 employees

## CHALLENGE

- Growing business ready for advanced voice services
- Needed more bandwidth to support large inventory database

## SOLUTION

- Comcast Business VoiceEdge™
- Comcast Business Internet

## RESULTS

- Cloud-based voice services and unified communications system with call forwarding and direct dial
- 50 Mbps Internet connection
- Improved customer experience

Business VoiceEdge is a cloud-based voice and unified communications system that delivers HD-quality voice service and an innovative user experience accessible via computers, desktop phones, and mobile devices. Its direct dialing feature allows customers to reach whichever sales associate they are working with at their desks, instead of having to go through the main phone lines at each store. It also enables employees to reach each other directly, which allows for quicker, more efficient communication between stores.

Next Day Floors employees also leverage the Business VoiceEdge call forwarding feature to direct calls that go to its 1-800 number to employee cell phones. This ensures that customer calls are answered – even when the store is busy or closed for the day.

“When we decided to upgrade our systems, we knew that we wanted to stay with Comcast Business because they provide us with reliable service and an exceptional customer experience for a fantastic price!” said Anderson.

In addition, with faster internet, Next Day Floors can more easily access and manage its inventory database, improving customer response times.

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- Maureen Anderson  
President  
Next Day Floors