

## CASE STUDY

# Transforming Operations Outer Banks Pest Control



## OVERVIEW

Outer Banks Pest Control, a growing business with 40–50 employees, needed to expand their operations but was limited by outdated POTS (plain old telephone service) technology. Needing a more advanced communication solution, they turned to Brightspeed Business for scalable technologies that could support their business needs.

## THE CHALLENGE

Outer Banks Pest Control's primary challenge was an outdated copper-based phone system that couldn't support their growing business and the need to expand office space. The existing infrastructure couldn't handle additional phone lines, and the company also faced frequent power outages and hurricanes in their region. They required a modern solution that could reliably support both their office staff and field technicians.

## BRIGHTSPEED BUSINESS PRODUCTS USED

- ✔ Brightspeed Voice+ with RingCentral
- ✔ Brightspeed Dedicated Internet Access (DIA)



## ENGINEERING SOLUTION

Brightspeed Business provided Outer Banks Pest Control with a scalable solution using Brightspeed Voice+, which eliminated the need for additional hardwiring and made it easy for the company to expand into new office spaces. The cloud-based system also ensured that employees could handle calls remotely via mobile apps, offering flexibility during emergencies and power outages.

Additionally, the DIA solution provided a reliable backbone for office operations, supporting both their office and field staff. This robust infrastructure ensured that the company had consistent, high-quality internet connectivity to meet the growing demands of their business.

## BENEFITS

By switching to Brightspeed Voice+, Outer Banks Pest Control was able to seamlessly expand their operations without costly infrastructure upgrades. The system's flexibility allowed the business to handle calls remotely via the mobile app during power outages, ensuring uninterrupted service. Features like digital voicemail and call queues improved customer service efficiency.

Additionally, the robust internet connection provided by the DIA supported their field reps as they synced their devices with office systems. This upgrade minimized downtime, increased productivity, and improved overall customer satisfaction by ensuring reliable, high-performance communication.

***“Brightspeed Voice+ with RingCentral allowed us to expand our office without the need for additional wiring and provided reliable communication solutions that fit our needs. We can now operate smoothly even during extreme weather conditions, and our staff can work seamlessly from any location. It’s given us the confidence to grow without worrying about communication disruptions.”***

**—BOB HANCOCK, Owner, Outer Banks Pest Control**

## **SUMMARY**

The transition to Brightspeed Voice+ with RingCentral and the enhanced DIA internet connection has significantly transformed Outer Banks Pest Control’s operational capabilities. By enabling remote call management and improving customer service through advanced features, the business has ensured continuity during disruptions. Furthermore, the reliable internet access has empowered field representatives to efficiently connect with office systems, leading to minimized downtime and increased productivity. Overall, these upgrades have fostered a more responsive and effective service environment, ultimately enhancing customer satisfaction.



## **COMPANY**

Outer Banks Pest Control is a leading pest control company in the Outer Banks region, known for providing comprehensive pest control services to both residential and commercial customers. The company operates seven days a week, ensuring 24/7 service for critical clients, including medical offices and fire departments. With a team of over 40 field technicians, Outer Banks Pest Control is committed to delivering reliable and efficient pest management solutions in a region that faces unique environmental challenges.

**Brightspeed Business** is dedicated to forming meaningful relationships and creating brighter business outcomes through commitment, collaboration and partnership to help our customers succeed. Our collective focus and passion for transforming the internet experience will allow us to connect more customers and provide the access that empowers all communities to make life a little simpler, no matter where they live, work or operate.