

# ABL Employment Case Study

*How Comwave Business Solutions Improved ABL Employments' Client Experience with 'always on' end-to-end connectivity.*

## At a glance

ABL Employment is dedicated to providing their clients with high quality recruitment services. They have successfully grown their business in Ontario and British Columbia spanning to 10 offices. As ABL Employment values their client's experience, optimizing office communication between offices is always one of their top priorities.

## Key Metrics

- 10 Locations
- Outdated VoIP phone systems
- Limited Call Analytics and Features



-  Staffing Industry
-  [www.ablemployment.com](http://www.ablemployment.com)
-  Toronto, ON, Canada

## CHALLENGES

ABL Employment was using a separate Hosted VoIP provider for their 10 offices. ABL identified the need to implement proper analytics towards inbound and outbound calls

ABL Employment required a solution that would enable them to track the following analytics:



**Inbound Calls  
Received**



**On Hold  
Wait Times**



**Abandoned  
Calls**



**Staff Available  
For Calls**

A key feature when calling applicants is displaying a local number to the applicant. It is critical for ABL Employment to have local representation. Critical applications such as VoIP and ATS CRM required the appropriate Internet bandwidth to support day to day operations. Uptime and quick resolutions is very important for ABL Employment as an outage will significantly impact their business.

## BUSINESS REQUIREMENTS

1

### Updated VoIP System

An updated VoIP system with enhanced features and call analytics was required to optimize communication in their multi-office environment.

2

### Optimized Bandwidth

With multiple office locations, a one-size-fits-all network solution was not the answer. ABL would need a provider that could optimize internet speeds at each individual location.

3

### Single Source Provider & Partner

ABL required a single source provider for all communication and technology needs for their business. With this, ABL would have one provider for all 10 locations, a dedicated account executive for consultation needs, and access to 24/7 support.

# VoIP Upgrade With Enhanced Features & Analytics

Comwave Business relieved ABL Employment's pain points they were experiencing through its current providers and infrastructure. Through Comwave Business' national footprint, ABL Employment received consistent bandwidth across all locations and moved to an enhanced VoIP solution.



## Key Results Metrics

- 99.999% uptime
- Achieved a communications technology partnership with Comwave
- A solution for employees to work from home while having the ability to access their business phone line from any device
- Improved client-experience

## BUSINESS SOLUTION



Call Analytics



Dialed Number Identification Service



Soft Phone:  
Mobile & Desktop App



Optimal Internet Speeds



VoIP Phone Hardware



 Staffing Industry

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Comwave Business' end-to-end solution enables an "always on", "always available" solution, with consistent speeds. ABL Employment team members will now benefit from optimizing their office communication especially in a multi-office environment. Team managers are able to track office calls identifying opportunities while staff members operate more efficiently. In conclusion, ABL Employment are always connected to their clients thus optimizing customer experience.

