

eFaucets™

Your Online Kitchen & Bath Store™

CUSTOMER PROFILE

Now you can finally have the Kitchen or Bathroom you've always dreamed of - without the frustration of going from one store to another searching for that perfect faucet or fixture. All this without weeks of searching for an accessory to match. That's because we've designed an online store where you can find all the best names in kitchen and bathroom plumbing including Kohler, Delta Faucets, Brizo, Moen, Grohe, Price Pfister, Insinkerator and 100's more at guaranteed low prices!

<http://www.efaucets.com>

“Fusion provided us with the high-speed connectivity we required across multiple locations at a price we can afford. We cut our costs in half and increased our capacity by 100 percent!”

-MIKE FOX, PRESIDENT & CEO,
EFAUCETS

THE CHALLENGE

eFaucets President and CEO Michael Fox needed to connect multiple company locations on a high speed network at a significant cost savings. The company's family of home improvement online retail stores is housed primarily in Racine, WI – including a high-volume call center – but also has three locations in and around Denver. Reliable communication between the offices is key to maintaining top-notch customer service and fulfilling company growth goals as well.

Fox worked with a long-term partner of Fusion, to first implement a cloud-based phone system using FusionSIP trunks in the company's call center. A new cloud-based phone system replaced individual hard-wired units, and the eFaucets phone bill dropped from \$15,000 per month to just \$5,000.

As the company grew, acquiring a showroom and warehouse in Denver as well as the offices of two new business entities, Fox recognized the need for a more comprehensive solution to connect his teams under one communications umbrella.

THE SOLUTION

After consulting with a long time partner and experts at Fusion, Fox and his team chose to go with Fusion's MPLS (Multi-Protocol Label Switching) to provide a reliable and flexible network with the ability to grow as eFaucets continues to succeed.

MPLS is a private cloud-based network that:

- Connects the eFaucets teams seamlessly for both voice and data traffic;
- Prioritizes voice traffic over data to keep employee data traffic from interfering with in-coming customer calls;
- Improves customer service as a result of improved call quality by eliminating static and dropped calls; and
- Eliminates call stacking even during high-volume seasons, thereby reducing hold times for callers.



FUSION ADVANTAGES

Fusion Services

- Hosted and IP voice solutions
- Managed network solutions (Private Line, MPLS)
- Data and broadband connectivity (Cable, DSL, T1, DS3, Ethernet, etc.)
- Integrated voice and data systems and related network devices

Services Utilized

- Fusion MPLS Service
- FusionSIP Service
- Fusion Toll-Free Service

With Fusion's leading MPLS service, eFaucets is now able to extend its customer service hours by routing calls by the time of day to accommodate various time zones. Further, calls can be answered at each company location because representatives are armed with the same information, allowing eFaucets to strive for new goals without impacting customer service.

By implementing FusionSIP and MPLS services, eFaucets moved from a hard-wired, old-school telephone system to a Cloud/SIP phone solution with flexibility and considerable cost savings.

"Fusion provided us with the high-speed connectivity we required across multiple locations at a price we can afford," Fox said. "We cut our costs in half and increased our capacity by 100 percent."

And while cost savings are important, Byers said he recommended Fusion to Fox and eFaucets because Fusion is a solid company that stands behind its services.

