

# COMCAST BUSINESS HAS AERO DRAPERY & BLIND COVERED WITH COMCAST BUSINESS VOICEEDGE™



## Minnesota Small Business Improves Communications Across Three Locations with Cloud-Based Unified Communications Solution

### WINDOW TREATMENT SPECIALIST HAS THREE LOCATIONS IN MINNEAPOLIS/ST PAUL

Minnesota's Aero Drapery & Blind has three showrooms in Burnsville, Little Canada, and Maple Grove, and it also has a lucrative in-home retail business. For generations, the Hunter Douglas-certified dealer has specialized in interior design and window treatments. It currently sells window coverings, blinds, and drapery and has a team of Hunter Douglas certified installers that offer customer satisfaction as a guarantee.

The company has 25 total employees, 11 on the sales staff and design team who mostly work from home, and the rest working in the three gallery locations as support and management. Aero Drapery & Blind has won Angie's List Super Service Award multiple times.

"We pride ourselves on being an approachable, easy to work with local business. To encourage our customers to 'buy local' we strive to deliver an exceptional shopping experience," said Senior Marketing and Sales Support, Amelia Larsen.

### INCOMPATIBLE VOICE SERVICES INHIBITING DAILY OPERATIONS

Aero Drapery & Blind was happy with its existing voice and Internet service. However, after opening its Burnsville gallery, the company realized it needed something different. Its previous service provider was not available in the new location and Aero Drapery & Blind was forced to use an alternate provider that did not live up to expectations.

The ability to make and receive calls is critical for any business. Unfortunately for Aero Drapery & Blind their new voice service was unstable. Employees experienced dropped calls and static on the lines when communicating with customers and colleagues – in part due to the service and also due to issues with the IP phones they were leasing through the service provider. Employees and customers were understandably frustrated.

Further, the two voice services Aero Drapery & Blind subscribed to were not compatible, adding an extra step to inter-office communication. "I talk to a manager at another gallery almost 10 times per day and I need something that is easy to maneuver and can connect me to anyone in the company with the push of a few buttons," said Larsen.

Also, by using two different service providers, Aero Drapery & Blind was receiving multiple bills, which added unnecessary complexity. The company sought to standardize on one vendor to improve communication between locations and streamline billing.

### SITUATION

- 3 locations in the greater Minneapolis/St Paul area
- 25 employees
- Sells and installs window coverings, blinds, and drapery

### CHALLENGE

- Multiple service providers for voice and Internet services
- Unable to manage calls across locations
- Multiple monthly bills

### SOLUTION

- Comcast Business VoiceEdge™
- Comcast Business Internet

### RESULTS

- Cloud-based voice services with call forwarding and mobility features
- All locations connected by the same phone system
- 2X faster Internet service
- Improved operations and customer service
- Consolidated billing

## COMCAST BUSINESS VOICEEDGE IMPROVES INTEROFFICE COMMUNICATIONS, CUSTOMER SERVICE

Aero Drapery & Blind reviewed many different options for local service providers, and ultimately chose Comcast Business because it could deliver voice and Internet services at all three stores, versus alternative providers that did not have a sufficient service footprint, or the ability to deliver voice and data services.

The company opted for Comcast Business VoiceEdge, a cloud-based voice and unified communications solution to serve all three locations. With Business VoiceEdge, gallery managers and remote employees can easily dial an extension and be instantly connected to their counterparts at another location. Instead of making a capital investment and maintaining on-site equipment as they had to with their previous voice service providers, the service is completely managed from the cloud over Comcast's network, so Aero Blind & Drapery didn't need to purchase, install and maintain any telephone equipment at its offices. Not only is the new service user-friendly, but it also offers HD-quality voice, multiple phone options, and features an innovative mobile app for employees on-the-go.

Aero Drapery & Blind employees are also enjoying the Business VoiceEdge call forwarding feature that allows them to push incoming calls at one location to an alternate location. For example, employees can use the call forwarding feature to push business calls to their cellphones when they are working at another gallery, or traveling back and forth between locations, eliminating the time consuming process of answering many missed calls and messages upon returning.

"When it comes to customer service, it's often the little things that count. Now, we can shut down one location for the holidays and have all the calls go to our other location without the customer having to dial the other gallery!" said Larsen. "This helps us to deliver on our commitment to providing excellent customer service."

Comcast Business also installed a 16 megabit per second (Mbps) Internet service at each of the Aero Drapery & Blind showrooms, doubling the speed of their previous service.

"I would definitely recommend Comcast Business to other small business owners in the area. We get exactly what we need and it's reliable and very easy to use," said Larsen.

***"When it comes to customer service, it's often the little things that count. Now, we can shut down one location for the holidays and have all the calls go to our other location without the customer having to dial the other gallery!"***

- Amelia Larsen  
Senior Marketing and  
Sales Support  
Aero Drapery & Blind