



CUSTOMER SUCCESS STUDY

Impact Confections chooses to upgrade their communications to RingCentral MVP and discovers many unexpected benefits.



THE CHALLENGE

Looking to improve their communications platform, Impact Confections knew its outdated Mitel premise-based phone system couldn't keep step with 21st-century business operations from a cost or performance perspective.

THE SOLUTION

After evaluating several cloud-based telephony options, Converged Technology Professionals helped Impact Confections implement [RingCentral MVP](#) across their organization.

About Impact Confections

Impact Confections has been leaving its mark on the candy industry since 1981. Their brands include MELSTER CANDIES®, maker of iconic Circus Peanuts marshmallow candy, and the innovative WARHEADS® candy, the most recognized and fastest-growing sour candy brand in the U.S.

A PRICEY OUTDATED PHONE SYSTEM GETS A MODERN UPGRADE WITH IMPROVED ROI

With communication costs rising due to a legacy PBX deployment, Impact Confections IT Manager Marc Gierach realized their current Mitel/ShoreTel on-premise phone system wouldn't be able to keep up with the candy manufacturer's future needs.

For starters, the Mitel system was cost prohibitive. It required extra on-site equipment and management to maintain functionality, which took up real estate and drained resources. Furthermore, it didn't provide any advanced features that are common in modern UCaaS platform, which hampered both the employee and customer experience. In addition, it was challenging to maintain, update, and keep secure.

Because Converged Technology Professionals had worked with Impact Confections on their current phone system, Gierach knew they'd be the perfect choice in helping the company navigate a [cloud migration](#). The long-standing relationship meant Converged already understood Impact's backstory and current operating landscape, an essential piece to the move.

IT'S A NEW CENTURY WITH RINGCENTRAL MVP

Converged Technology Professionals Senior Account Executive Scott Dressel took time to understand Impact Confections' future communications objectives and oversaw the project. Our engineers performed an audit to see how the current technologies were used and what difficulties they presented. After a round of demos, Scott provided the company with a transparent analysis of modern options, including costs and key features for Impact's team.

RingCentral MVP came out as the clear choice for a variety of reasons. Return on investment was a key consideration, and adoption of the RingCentral platform cut company telecom costs significantly. In addition, it's easy to use, administer, and scale. As a [manufacturer](#), flexibility was a factor, too, since Impact Confections planned to utilize the new system throughout the warehouse, distribution, and customer service centers.

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TECHNICAL ACCOUNT MANAGER MAKES MIGRATION EASY


Converged's Technical Account Manager, Eric Collins, along with the rest of the TAM team ensured the platform transition went smoothly. Eric oversaw implementation and handled the migration in-house. He also worked closely with Impact on set-up, configuring the system and making sure numbers ported over and provided training to leadership and staff. Impact Confections found their migration went smoothly with assistance from Converged's [Technical Account Manager](#), Eric Collins, who worked with the rest of our TAM team throughout the process. Eric oversaw implementation and handled the migration in-house. He also worked closely with Impact on set-up and training.

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Eric's expertise allowed Impact Confections to get up and running smoothly and much more quickly than anticipated. Marc was appreciative of the fact that the entire process took less than two months.

With the groundwork laid, Impact could easily maintain its newly configured platform.

"It was a great pleasure working with Marc. He was proactive, positive, and communicative throughout the entire process. He took the transition with stride and was always willing to help maintain our timelines." Eric Collins, Technical Account Manager, Converged Technology Professionals



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REDUCING 3RD PARTY VENDORS AND LOVING THE EASE OF COMMUNICATION

Since adopting the new communication technology, Impact Confections can quickly manage users in a straightforward manner, without all the extra cost and red tape.

The system was adopted quickly across departments, from the warehouse to customer service due to Converged's assistance with the smooth roll-out and training. They've seen a vast improvement in call quality, and of course, a myriad of advanced features that they didn't have with their old Mitel phones.

Although their initial thought was they'd only use the platform like they did their old—as a straight phone system, they've discovered many surprising benefits along the way:

- The platform is flexible as it is accessible from any device with an internet connection, ultimately improving communication companywide regardless of user location.
- The team has reduced user burnout as 3rd party vendors such as fax and warehouse paging are eliminated with all tools accessible through a single app.
- No longer tied to a desk phone, they can take business calls from their cell phones using the app without divulging a personal phone number.

No matter how you digest it, Impact Confections has found a better way to communicate through [UCaaS](#). The team is more efficient and productive and can provide better levels of service utilizing new tools to help their customers, while significantly reducing their telecom bills.

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