



## AT A GLANCE



<http://www.nachurs-alpine.com>  
Industry: Chemicals  
Location: Marion, OH  
Type: Privately Held  
Founded: 1946

### Challenges

- Unreliable call Quality
- Poor Customer Service
- Expensive Monthly Payments

### Product

- SIP Trunking

### Results

- AireSpring's SIP Trunking line gave Nachurs Alpine Solutions flawless call quality
- Nachurs Alpine's customer service standards were improved
- AireSpring was able to cut Nachurs Alpine's phone bill by nearly 50%.

## Customer

Nachurs Alpine Solutions is a liquid chemical manufacturer and a market leader in the manufacture and distribution of high quality industrial products. They operate 36 plants and distribution depots with facilities spread across the U.S. and Canada. Nachurs Alpine provides premium quality liquid fertilizer solutions and chemical products to a range of industries, from agricultural customers to businesses in the oil and gas sector. They are one of the largest manufacturers of liquid fertilizer in North America, experiencing 400% growth in the past five years.

A company of this size and reach required a phone system to support its diverse, North American business operations.

## Challenge

### Unreliable Call Quality

Previously, Nachurs Alpine received service from Verizon. Unfortunately, they regularly experienced bounced calls, one way calls, choppy audio, and static. For the staff at Nachurs Alpine Solutions, picking up the phone did not necessarily guarantee a dial tone. As an industry leader, this was unacceptable. Despite Verizon's presence as a major carrier, Nachurs Alpine found that they were unable to meet their quality and service requirements.

### Poor Customer Service

The unreliable call quality Nachurs experienced was coupled with poor customer service. The people at Nachurs Alpine were frustrated that a major carrier was not delivering the level of service they deserved. All Nachurs could do was dial a generic support 800 number and speak to a customer service representative in a call center. There was no escalation path to Verizon management that they could pursue in the event their problem was not resolved.

## Solution

Nachurs Alpine sent their IT staff on a mission to find a carrier that could understand, solve, and implement a reliable modern telecommunications solution at a reasonable price. In 2009, they found AireSpring and purchased a SIP Trunking solution.

### SIP Trunking Solution

AireSpring replaced Nachurs Alpine's legacy PRI with a SIP Trunking solution. Nachurs now has a flexible communications system, with Toll-Free, 911, international calling, directory listing, and number porting. Unlike their previous PRI system, AireSpring's SIP Trunking solution was up and running in rapid time. In addition, Nachurs can scale up or down easily, meaning they only pay for what they need. Nachurs Alpine also received AireSpring's AireConference service, a conference calling system designed for modern hosted PBX solutions. With fifteen conference bridges, Nachurs' communications infrastructure accommodates their enterprise level business needs.

### Better Service at a Lower Price

After switching to a SIP Trunking solution, Nachurs no longer has issues with call quality or dropped calls. Their calls are supported by AireSpring's fully managed IP network built with end-to-end Quality of Service (QoS). In addition to excellent call quality, AireSpring was able to offer Nachurs Alpine significant savings of 40- 50% on their telecommunications costs.

### Standard of Service

According to Frank Shelby, IT Manager at Nachurs, "AireSpring has been flawless. We are very happy. We never had anywhere near the connection reliability with our previous carrier that we have with AireSpring. I would certainly recommend AireSpring, and particularly their SIP Trunking service, as a way to receive better phone service and save on phone bills." Mr. Shelby reports that AireSpring's customer service department is easy to reach and efficient at resolving issues. "All it took to solve a problem was a single phone call."

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- Frank Shelby, IT Manager