

## Case Study

# Hosted Unified Communications Cloud VoIP Phone System for Startup Mobility, Flexibility, and Growth

### Client:

### Motus Freight

Motus Freight provides comprehensive logistics and trucking services. It helps businesses more easily and efficiently move their freight to destinations through better systems and technology.

Challenge	CBTS Solutions	Results
<ul style="list-style-type: none"><li>• Motus needed a phone system offering the mobility feature, enabling always-available communication with its truckers, shippers, and receivers</li><li>• As a startup, Motus was also looking for flexibility in the phone system to grow with their business without the large capital expense</li></ul>	<ul style="list-style-type: none"><li>• Hosted Unified Communications (Hosted UC), a turn-key solution designed specifically to fit the needs and budget of small-and mid-sized businesses with multiple locations and mobile employees</li><li>• Multiple on-demand features and applications</li><li>• OpEx model to alleviate one-time expenses</li></ul>	<ul style="list-style-type: none"><li>• The mobility and flexibility features support Motus' mobile workforce effectively</li><li>• Complete call flow coverage</li><li>• Quality control features ensure a user-friendly experience</li><li>• No capital outlay or management burden</li></ul>

## Business Challenge

Motus has to constantly communicate with its truckers, shippers, and receivers on the phone. It needed a phone system offering mobility features and quality control functionality. As a startup company, Motus was also looking for flexibility in the phone system to grow with their business.

## CBTS Solution

CBTS provided Motus with Hosted UC, a turn-key solution designed specifically to fit the needs and budget of small- and mid-sized businesses with geographically dispersed employees and locations. It is a next-generation VoIP (Voice over Internet Protocol) solution that allows businesses to scale easily as they grow and pay a predictable monthly cost for on-demand features and applications.

## Results

The Hosted UC solution from CBTS offers the exact mobility, flexibility, and management features that Motus requires to address their daily operational challenges.

- **Mobility** – Direct lines to individual employees and call forwarding capability to their cell phones enable employees to be away from the office without missing calls.
- **Flexibility** – Motus can easily add users as their business grows.
- **Complete call flow coverage** – No matter which line is being called, all phones will ring and any available employee can pick up the call.
- **No capital outlay** – Motus pays a monthly cost that covers equipment, support, and ongoing maintenance/upgrades. There is no need to invest in a costly phone system that is obsolete soon after purchase.
- **No down time** – The Hosted UC system is hosted and managed by CBTS 24x7x365, ensuring Motus' continuous operation.
- **Quality Control** – Phone recording allows Motus to record and analyze phone calls to improve communication with employees and customers.

## Client Satisfaction

"I will definitely recommend this product to any business owner, especially the startups. It gives you the visibility and flexibility without really worrying about the system. CBTS has taken something that's always been an issue and made it an advantage for the business owners. Their system is never down, and it has great features. Everything business owners are looking for is there and many more that you will find along the way." – **Grant Mitchell, Principal Owner**