

## Nortex Case Study

### Overview

Nortex Communications, a trusted name in telecommunications, reached a pivotal moment. Escalating costs, increasing demand for cloud-based solutions, and limited recurring revenue from legacy on-premises systems necessitated a strategic shift. To remain competitive and effectively address evolving customer needs, Nortex partnered with GigTel.



### The Challenge

Nortex traditionally relied on installing on-premises phone systems for business customers. However, this approach presented significant limitations:

High upfront costs for customers.

No opportunity for recurring revenue.

Risk of losing business voice lines to competing UCaaS providers.

Nortex needed a cloud-based solution that was easy to implement and provided sustainable recurring revenue.

### The Solution

Nortex selected GigTel due to its strong presence at industry events and a shared alignment in company culture and strategic goals. GigTel rapidly empowered Nortex to deploy its UCaaS platform and eFax solutions, greatly enhancing Nortex's delivery of advanced voice services to business customers.



GigTel filled a significant gap we had in our business service offerings.



**Chris McNamara, Director of Network Operations of Nortex Communications**

Nortex transitioned from legacy, hardware-focused systems to advanced, remotely managed solutions, enabling rapid provisioning and simplified deployments.



## Why GigTel

What set GigTel apart was more than just its powerful solutions—it was the spirit of true partnership. Nortex valued GigTel's flexibility, proactive support, and responsiveness to feature requests. GigTel's commitment to customer satisfaction was evident in its scalable offerings and collaborative mind-set—consistently finding ways to say “yes.”

“ We felt comfortable because they are a similar company to ours. GigTel understands and shares the same challenges and objectives that we do. ”



## The Results



**Simplified Deployments:** Nortex currently has 1,400 seats on the GigTel platform, with plans to add another 500 seats this summer.



**New Revenue Streams:** Transitioning to GigTel's cloud platform established sustainable monthly recurring revenue.



**Enhanced Customer Experience:** Customers now benefit from intuitive, easy-to-manage systems, significantly reducing their dependency on external IT support.



**Seamless Onboarding:** Nortex rated GigTel's onboarding as quick, simple, and highly flexible.



**Reliable Support:** GigTel's responsive U.S.-based support team resulted in prompt resolution of issues and increased customer satisfaction.

## Platform Usability

GigTel's platform dramatically simplified system installations by enabling pre-provisioning of phones. Remote testing capabilities enhanced installation speeds and reduced operational complexities. Nortex highlighted the user-friendly portal, which empowers customers, including IT managers and customer service representatives (CSRs), to manage their communication systems independently.





## Looking Ahead

Nortex is now strongly positioned to continue growing its business voice offerings without the constraints of traditional hardware. With GigTel's UCaaS and eFax solutions, Nortex gained a powerful, flexible platform that not only enhances customer experience but also unlocks new opportunities for growth.



“ We’re extremely satisfied with our experience. It’s easy for us to install, easy for our customers to manage, and we’ve filled a major gap in our offerings. ”

Chris McNamara, Director of Network Operations of Nortex Communications