



CASE STUDY

Reliability & Simplicity For PR & Advertising



Client RMR & Associates, Inc.

Industry Public Relations & Advertising

Location Rockville, MD

Platform Vonage® Premier

Company Profile

Veteran marketing firm RMR & Associates, Inc. (RMR) has earned a reputation for delivering remarkable results. The Rockville, Maryland based agency boasts hundreds of successful integrated marketing campaigns over nearly three decades. They regularly measure performance and streamline campaigns over time. That same approach applies to relationship-building and collaborative communications that nurture their client partnerships, often with the help of cloud technology.

Challenges.

With the growth of RMR's client base, its aging telecommunications system could no longer handle the elevated needs of the agency and its customers. Multiple overlapping conference calls, for example, created logistical problems and an increase in vendor bills. In addition, agency expansion to Chicago and across Florida brought new challenges to keeping employees and clients connected – and upholding the quality standards and reliability that clients expect. And with more employees on the go and working remotely, the need to keep them productive and connected was critical.

Solution.

RMR chose Vonage Business to provide a reliable and private cloud-based phone system that would help increase productivity and protect the bottom line. Resulting improvements include:

4-Digit Dialing

RMR employees now have easy access to one another through 4-digit extension dialing, voicemail and direct lines on the go.

Online Web Conferencing Portal

Simultaneous conference calls can now be scheduled at once – in-office or remotely.

Business Continuity

When extreme weather shuts down most of the Washington, DC metro region, remote system access keeps employees connected to each other and to customers – so business continues without interruption.



Through Vonage's service, RMR was able to continue to deliver on our promise and generate remarkable marketing results for our clients.



– ROBYN SACHS, PRESIDENT AND CEO, RMR & ASSOCIATES

Packet Fusion

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PACKETFUSION



Connecting the Dots to the Cloud