

CUSTOMER:

VISIT MUSIC CITY

INDUSTRY:

HOSPITALITY & TOURISM

ABOUT VISIT MUSIC CITY NASHVILLE

The Nashville Convention & Visitors Corp brands, sells, and markets the city to a worldwide audience. The tourism and convention business boom in recent years has led to 15.8 million visitors and \$7 billion in direct visitor spend in FY 2018-19. Visit Music City (VMC) provides 71,140 jobs in the metro area and is committed to sustainable and diverse business enterprise and community outreach to ensure Nashville grows in a smart and sustainable manner.



CUSTOMER OBJECTIVES

The main concern for VMC was finding a communication and cloud-based services provider that could keep up with the growing rate of the company and grow with VMC in the years to come. The staff had more than doubled in just a few years and they needed more bandwidth to accompany more users. VMC needed a communication services provider that could provide flexible voice and internet communication options and excellent customer service. They also needed someone who could do a seamless switch to prevent downtime.

"I thought there's no way an SMB IT vendor could do all of this. I was wrong."

-VISIT MUSIC CITY'S IT DIRECTOR

WHY PEACE?

VMC needed a communication provider that understood the flexibility of their growing company and that could deliver the most value for their investment, in the fastest time frame possible. They were also seeking a company with better customer support. At the time they were searching for a new provider, they were experiencing endless prompts and an expansive matrix of support options every time they called their current provider for help. VMC reviewed several communication providers and selected Peace for the following reasons:

1. MET ALL REQUIREMENTS IN VMC'S RFP PROCESS

Peace met all of VMC's requirements at a price point that fit within the metro city system's budgetary constraints. Peace was able to provide a reasonable price with the maximum bandwidth available to accommodate for the recent company growth and help scale the company for future growth.

2. SUPERIOR CUSTOMER SERVICE AND SUPPORT OVER PREVIOUS IT VENDORS

Peace provided customer service that was described by VMC's IT Director, Kay Hopwood as "honest and fair." VMC appreciated Peace's honest approach to telecommunications and reliable, fast customer service. As a SMB vendor, Peace was able to respond to support tickets much faster than their previous communication provider, processing each ticket as a high priority and improving response and resolution time. With their previous communication providers, VMC would be waiting for weeks after submitting a troubleshooting ticket and have to explain the problem to multiple departments. According to IT Director, Kay Hopwood: "With larger vendors we have dealt with over the years, it was frustrating to explain the problem multiple times to multiple people we had to deal with for support. With Peace, the phone gets answered by a human when I call and I only have to explain it once and my support issue is fixed. If I put in helpdesk ticket within 5 minutes, someone is calling and troubleshooting. Amazing service!"

3. EXCEPTIONAL PRODUCTS WITH HIGHLY COMPETITIVE PRICING

VMC was impressed by Peace Communications' ability as a SMB, to provide competing connectivity options to the software giants such as AT&T and Verizon. Peace was able to provide the same high-speed fiber optic internet with 10 Gbps bandwidth, at a competitive cost with superior support.

4. TRUSTED PROVIDER AND COLLABORATIVE ADVISOR

On top of that, once Peace had built trust with the hospitality company, VMC switched over to Peace's Hosted PBX phone services because of the success they had with internet services. Peace offered a suite of advanced communication features like video conferencing, out-of-box integrations, and collaboration tools for remote workers to replace VMC's previous phone provider. "We had just started working with them and I thought there's no way this smaller vendor could do all of that and I was wrong. They are amazing at what they can accomplish as a smaller vendor competing with the enterprise telecommunication vendor giants we'd used in the past."

PEACE IMPROVED CUSTOMER RESOLUTION TIME, INCREASED BANDWIDTH, LOWERED COST, AND PROVIDED HIGH-SPEED FIBER INTERNET WITH 10 GBPS

PEACEFUL RESULTS FOR VMC

The Peace deployment has resulted in a cost-effective, efficient approach to managing VMC's communication needs. Over the 5 years of business with VMC, Peace has provided a 99.9% SLA and has significantly cut down on troubleshooting time. Additionally, their IT staff is now able to take on new projects they hadn't previously had time for. Peace was able to standardize VMC's communication infrastructure, providing reliable internet and voice services to VMC's now 89 local employees and 15 remote employees. VMC now has peace of mind that their internet and voice services are always up and running with the best services available.

WHAT'S NEXT FOR VISIT MUSIC CITY

The hospitality and tourism company plans to move to a new building in two years with a major network refresh. Hopwood fully expects Peace to continue to be their provider to deliver another seamless migration of solutions to the new location.



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