

## mindSHIFT Managed VoIP Technology Showcase



### Organization Profile

Johnson Lambert & Co. LLP is a CPA firm that provides auditing, accounting and tax services to associations and other non-profits, employee benefit plans and insurance firms. Founded in 1986, Johnson Lambert has six East Coast offices stretching from Florida to Vermont.

“VoIP has helped us be more responsive to our clients.”

“In the course of a year, I probably save 80 to 100 hours of time that would have been spent on phone matters.”

# VoIP is a Strategic Asset for Leading CPA Firm Johnson Lambert

## Challenge

One of the biggest challenges in public accounting, according to Debbie Lambert, Founder and Managing Partner of Johnson Lambert & Co., is the retention of employees. She knows that there are many different ways besides compensation to motivate and retain employees, including true teamwork and efficiency. Debbie and her executive team wanted all employees – who were spread across offices in six states -- to feel like they were part of one organization, not independent entities. The firm’s multiple phone systems – each with a different voicemail system and completely separate phone numbers – did nothing to support the “one organization” goal.

Externally, Johnson Lambert clients were demanding Internet-like response times to phone calls. They didn’t like leaving voicemails or waiting for someone to pick up the voicemail and call back; they wanted instant access and instant response.

With multiple PBXs and multiple voicemail systems, the firm needed to invest in telephony and support future office expansion and the addition of new employees.

## Solution

After doing some research on Voice over IP, Debbie knew that VoIP wasn’t a bleeding-edge technology but the logical next step in phone system technology. Debbie had hired mindSHIFT Technologies a year-and-a-half earlier to manage Johnson Lambert’s IT infrastructure, including the day-to-day operations, security and Help Desk. That process was going so smoothly that she was very open to the concept of a managed phone environment from mindSHIFT.

Johnson Lambert implemented the mindSHIFT Hosted VoIP solution, based on the industry-leading BroadSoft platform, for 120 employees in all six offices. Starting with the office in North Carolina, mindSHIFT deployed VoIP over a three-day period, with hardware being installed on day one, service providers being switched at the end of day two, and training occurring on day three. In less than two months, and with minimal downtime, all six offices were painlessly migrated to VoIP – giving the firm a single voicemail system, a single auto-attendant, and extension dialing for all employees, regardless of office location.

Everyone in all six offices got a new VoIP-enabled phone. Softphone, the PC-to-phone and phone-to-PC software, was installed on most employee laptops. mindSHIFT installed separate circuits for voice traffic in the larger offices.

## Results

Johnson Lambert realized numerous benefits with mindSHIFT Hosted VoIP:

- the CPA firm’s associates and partners feel “connected” to each other as part of the same organization
- as members of the same multi-state team, employees are now able to work from numerous offices and various locations, which is important since many of them spend significant amounts of time at client sites and away from their desks
- they are more responsive to clients, responding immediately to incoming phone calls, thereby increasing client satisfaction and improving the firm’s overall efficiency, productivity and ultimately, revenue
- the firm can quickly and easily add new employees and new offices to the system

In addition to the soft return-on-investment, Johnson Lambert also realized “significant” and “remarkable” cost savings over the previous phone system. Furthermore, Debbie and her associates and partners are able to concentrate on the business, instead of wasting time changing extensions or adding new people to the phone system. Debbie alone estimates that she is saving 80 to 100 hours per year, which amounts to increased billable time of \$26,000 to \$35,000 per year for the firm.

Overall, Debbie says that Managed IT and VoIP technology services from mindSHIFT provide Johnson Lambert with a strategic advantage. The firm found that the Hosted VoIP solution enabled them to reduce costs, better service their customers, improve their productivity and focus more of their time on their core business.