Blue Valley Adopts SCMail to Free Up Internal Resources & Improve Customer Experience

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About

Blue Valley Tele-Communications is an independent cooperative telecommunications company providing broadband Internet, digital television and phone services to over 4,000 subscribers in Northeastern Kansas. They are dedicated to providing the highest quality, cost-effective services along with a superior customer experience using current technology for the communities they serve.

Blue Valley is a progressive, member-owned cooperative with the unique advantage of being able to take risks. Rather than just thinking outside the box, they operate as though the 'box' doesn't even exist.

Partner
Blue Valley
Tele-Communications

BLUE VALLEY
tele-communications
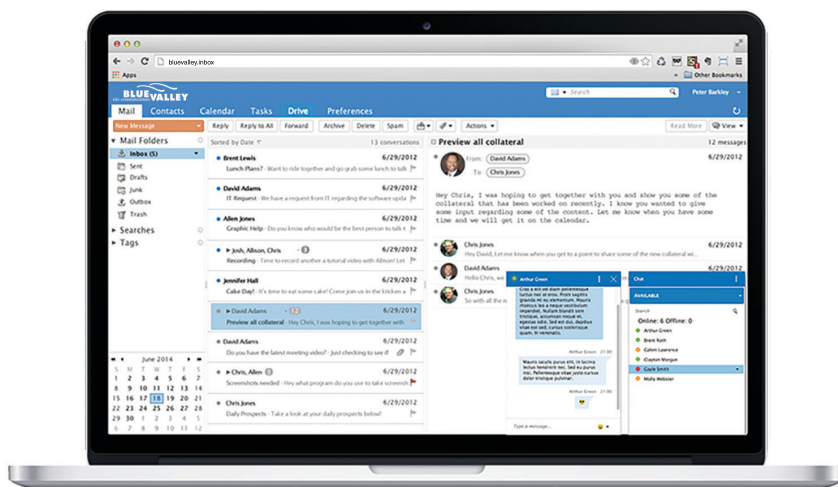
Industry
Cable/Telecommunications/Broadband

Results
- Migrated to hosted email solution, SCMail
- Realized time savings and better resource allocation
- Improved user interface

Problem

Like most telecom companies, Blue Valley provides a free e-mail solution to their Internet customers. They had been using an in-house solution, which necessitated that they were solely responsible for maintaining it. Costs were rising 8-15% per year to provide a service that didn't generate any revenue, and had unpredictable labor costs. Meanwhile, customer expectations were rising and competing with the likes of Outlook.com and Gmail proved challenging. Having previously gone through many e-mail migrations in the past, Blue Valley was hesitant to make a change.

"The perpetual rise in cost to provide our customers e-mail with an in-house solution was untenable. Customers expect a robust email solution and it's difficult for companies to compete with the free webmail solutions."

Jerry Horton, IT Director, Blue Valley Tele-Communications

Solution

Having successfully partnered with SecurityCoverage on the Tech Home security suite, Blue Valley had confidence to proceed with SecurityCoverage's hosted e-mail solution, SCMail. The platform that SecurityCoverage offered was an attractive option for Blue Valley. They were familiar with the EdgeWave spam filtering that was included and they knew customers would benefit from 30x the storage space, 3x max message size, an improved interface and enhanced portability. Their migration to SecurityCoverage's email solution ensured that they could better allocate time and resources elsewhere in the organization.

Learn more at **www.securitycoverage.com** or call **1-877-725-4839**

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Results

The migration process was well-thought-out and the transition process was fully transparent to Blue Valley. Blue Valley's customers now enjoy a robust e-mail solution that is more in-line with webmail competitors, resulting in a better overall customer experience.

Blue Valley has been able to reassign the staff that was maintaining their in-house e-mail solution to new revenue generating projects in the company. Their costs are much more predictable now and the hassle of updates, upgrades and patches to their infrastructure are gone. 24/7/365 support is just a phone call away with SecurityCoverage's tech experts.

A Robust Solution + Better User Interface = Happier Customers!

"SecurityCoverage and their SCMail team had one of the best e-mail migration plans I've ever seen. The final transition phase was completely transparent and was pleasantly anti-climactic."

Jerry Horton, IT Director, Blue Valley Tele-Communications

About SecurityCoverage

SecurityCoverage, Inc. is a leading provider of mobile and desktop security software, data protection, file backup, help desk and premium technical support. Founded in 2003 with a clear mission to simplify the use of technology and provide world-class customer service, we remain relentlessly dedicated to protecting tech devices and personal data. Today, over 350 partners from diverse markets like telecommunications, broadband, cable, mobile, retail and warranty help SecurityCoverage achieve its mission for consumers everywhere.
Learn more at www.securitycoverage.com.