

# Client Success STORY

## IBA Insurance

New Phone System Introduces  
Unexpected Benefits



### About IBA Insurance

IBA Insurance is an independent insurance agency that represents clients in Central Pennsylvania. Located in Hershey, Pennsylvania, IBA Insurance offers an array of services including coverage for home, auto, commercial property, contractors, and life. The company Owner, Mark Freer, has been in the insurance industry for almost 20 years. With his experience as a business owner, he has learned the value of working with other local businesses.

### The Challenges and Needs

As the owner of a small operation, Mark learned to reduce business expenses when possible. With less than five employees at IBA Insurance, it was challenging to find an inexpensive phone plan. In addition to the high expense, it was hard for employees to work on the road because their existing desk phones didn't connect to their cell phones.

Thinking long-term, Mark also preferred that his office technology be managed and serviced by one company.

As a small business, paying multiple bills to different companies can be cumbersome, and he was looking for a one-stop shop to handle his office needs.

## Client CHALLENGES

- ③ The existing phone system was too expensive for a small number of employees
- ③ Employees found it challenging to work remotely because clients couldn't always reach them
- ③ The current phone system wasn't customizable to the IBA Insurance business needs
- ③ Looking for a one-stop-shop to handle all office technology needs



### The Solution and Results

Mark chose to reach out to Higher Information Group when searching for an office copier. In the process of discussing office needs, the conversation shifted to the phone system as well. After listening to Mark's current phone challenges, Higher Information Group recommended a customizable phone package ideal for a company with less than five employees.

The installation team came to IBA Insurance to set up each phone for the employees and taught everyone how to customize their system accordingly. Now, employees can connect their desk phone to their cell phone, allowing a call to automatically transfer if someone is working remotely. When the call transfers to the cell phone, the Caller ID feature is still available to the receiver. Mark also mentioned he was considering hiring a front office receptionist due to the lack of functionality from his old system. With the new solution in place, plus the customer service available from Higher Information Group, the transition to the new system ultimately saved more money than he expected.

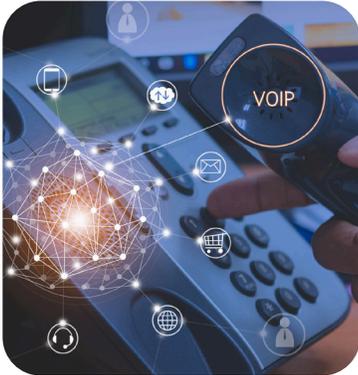




"I am extremely pleased with the features of this new system. This is a great phone solution for any small business looking to save cost and make life easier for its employees."

**Mark Freer**

Owner Principal at IBA Insurance



## Project RESULTS

- Improved customization with the new phone solution
- Company employees can successfully work remotely without missing calls from clients
- Less expensive than the previous system
- Ability to access voicemail anywhere and anytime
- Other office technology needs are available at Higher Information Group, making it simple and convenient for IBA Insurance
- The company avoided hiring a receptionist to manually transfer calls, ultimately saving money