



AT A GLANCE



Website: <http://www.csidata.com>
Industry: Financial & Data Services
Location: Boca Raton, FL
Type: Private
Founded: 1974

Challenges

- Lengthy, difficult upgrades became routine
- Ineffective customer support by provider
- Lacked ability to make changes to PBX

Product

- AirePBX Cloud Phone System

Results

- Zero voice connection issues
- AirePBX Accession Mobile application enhanced mobile operations and expanded staff communications ability
- CSI gained the ability to make changes to their PBX system with ease

Customer

Commodity Systems Inc. (CSI) is an information vendor of summary world financial market data, servicing thousands of customers from California to England. CSI offers an analytics and market data trading software which allows its customers to access world markets and manage their portfolios. As a data solution provider, CSI provides end of day data on thousands of futures, stocks, commodities, mutual funds, government rates, and more.

For forty years, thousands of traders have relied on CSI's software and data services on a daily basis to get the most out of the market. To react to shifts in the market, CSI's customers require perfect data delivery, real-time updates, and most importantly, a responsive customer service team to aid them if anything goes wrong. As a result, CSI's communications systems must be on at all times, ready to handle any volume of inbound call traffic.

Challenge

The staff at CSI were using an on-premise system to serve their vast customer base. Each time their system required an upgrade, CSI was forced to buy an entire new system and have it brought to their facilities. Thus, CSI's staff had to routinely reconfigure, reprogram, and reinstall their phone system when the previous hardware became outdated. For CTO Eric Jaffe, it was beneficial to have the system localized so that he could retain control over the company's communications. However, it ultimately proved difficult to make simple changes on the fly.

CSI's challenges spanned beyond the impracticality of having an on-premise PBX system. In addition to difficulties with the technology, CSI experienced poor customer service and resistant billing personnel at their previous telecommunications service provider. "In one instance, we were charged for a week of service that we didn't receive," Jaffe recalls, "and yet it took us two years to ultimately resolve the billing dispute."

Jaffe and the staff at CSI were distracted from focusing on their business goals while managing an outdated communications system and constantly negotiating with a difficult provider. Tired of struggling with their phone system, CSI decided to shop for a new provider that could deliver a seamless transition from their on-premise model to a cloud-based system. A communications consultant recommended AireSpring, and in the summer of 2016, CSI replaced their on-premise PBX with AireSpring's AirePBX Cloud Business Phone System.

Solution

Transitioning from a premise-based system to the cloud was easy with AireSpring. Since upgrading to AireSpring's AirePBX, CSI has experienced a dramatic improvement in its communications. Jaffe reports that the staff at CSI have encountered zero voice connection problems, allowing them to conduct business without interruption.

"I told AireSpring's engineers what I wanted, and we had everything we needed for implementation and turn up without a hitch."

Eric Jaffe
Chief Technology Officer, CSI

With a dedicated customer service team and a personal account manager at AireSpring, CSI no longer has to dispute billing issues for years without resolution. In case they ever experience a problem, they can take advantage of AireSpring's premier escalation list that goes all the way up to the CEO.

In addition to a drastic improvement in their voice connectivity and customer service, CSI found that AirePBX's Accession Mobile Client further enhanced their business functions. Nearly half of CSI's workforce is remote, and its executives are constantly on the move. Built for dynamic offices with mobile and remote workers, AirePBX's Accession Mobile and Desktop applications have allowed CSI's workforce to efficiently conduct operations no matter where they are. "I love using the Accession Mobile Client," Jaffe stated, "It's amazing when your phone follows you wherever you go. I can even redirect calls to anyone in the office from my cell phone."

CSI has also benefitted from the flexibility and control that comes with AireSpring's Cloud Business Phone System. With so many remote staff, CSI occasionally needs to reprogram their PBX and redirect specific DIDs. Delivered from the cloud, making changes to the AirePBX Phone System is simple and easy. Rather than waiting days for technicians to log in, CSI's staff could independently make changes via the online customer portal. "I've really got no complaints. I would certainly recommend AireSpring's AirePBX Cloud Phone System," said Jaffe.