



## CASE STUDY

# Riders Plus Simplifies Phone Management with FortiVoice



## Difficult Legacy Telephony System

Riders Plus Insurance has been in the competitive business of providing motorcycle insurance to riders in Ontario since 1996. They work closely with insurance companies to develop guidelines, coverage and rates that meet motorcyclists' needs. Their focus has been on ensuring riders are insured properly and at a reasonable rate, and they know the value of every caller. With so many brokers and insurance companies competing for every rider, having a call go unanswered is lost business.

Their old ESI phone system was no longer meeting the needs of their business. As the company has grown their needs have changed and their old system became more and more difficult to configure for them, and became unmanageable. They began the process of shopping around for a new solution, and quickly realized that call center features were what they needed to provide the service they desired to their customers.

## Reliable and Flexible Business Communications

The VoIP-based FVE-1000E phone system that Mary Sharpe, President of Riders Plus Insurance, chose gave them the features they had with their old system and more. "It provided both the internal and external phones in one easy management configuration." One of their key requirements was ensuring that they didn't lose any features, but were positioned with more tools to help grow their business.

"We handle between 600 to 700 calls a day, so up time is imperative for us." says Myron Kuepfer, General Manager. The bulk of the users are internal extensions, however 25% of their users, predominately sales, are off premise. "Being able to plug them in at home is a great option to have. This is a model that works well for us, and we may continue along this path as we expand".

The power of the rich Auto Attendants provide callers with information to best route their calls, or provide them the numbers or emergency contacts for claims that they may have. "These menus and options have allowed our staff to focus on getting the insurance for the people they need."

FortiVoice not only makes it easy to configure, but allows them to manage incoming calls and the queues on the fly with the Operator Console. "FortiVoice offered a solution that fit our needs. The beauty of the system is even I can make changes to the system" states Myron. FortiVoice offers all of the features they need from external phones, to easy management, call center features and rich auto attendants.

*"The system has performed great so far this season and we will look forward to focusing on our business."*

*– Myron Kuepfer, General Manager.  
Riders Plus Insurance*

## Details

**Customer:** Rider Plus Insurance

**Industry:** Insurance Broker

**Location:** Headquarters in Toronto, Ontario

## Safeguard Sensitive Conversations

One of Mary's concerns was that moving to a fully VoIP solution would be a security risk with all of the network attacks that are out there. Fortinet provides a complete solution; Mary chose to include the FortiGate 92D into the install to ensure that their system is not only fully protected against any internet attack, but will provide them with fail over WAN connection to maximize up time. "Due to the nature of our business we need to ensure that we are available to our customers. Going with a reliable product and redundant internet connection means our customers can reach us."

The FortiVoice was installed six months ago, right before the beginning of the season and the ramp up to the seasonal call volume. They are still very busy so far this year and have been making refinements to the system in order to best handle their calls.

## Simplify IT Management and Beyond

Riders Plus chose to go with a VoIP service for their phone lines. The provider allows real time updates to line usage and call capacity. "Changing the number of lines that we need is easy and instantaneous" says Myron. "We know when our peak periods are and can adjust our usage to best meet our needs. Added with the call analytics of the service and the system, we can ensure that we have the correct number lines and agents working, in order to handle all of the call inquiries."

Riders Plus utilized LCM Security, a Fortinet certified partner, to help with the install and set up of the network equipment. LCM has ensured that the network is up to standard with new POE switches for the phones as well as QoS configured to prioritize the traffic. LCM also provided onsite training, which Riders Plus Insurance found was simple and straightforward.

"The system did everything that the sales person told us it would," said Mary. "The system has performed great so far this season and we will look forward to focusing on our business."

## Business Impact

- Seamlessly integrate remote workers into a single system capable of high call volumes
- Call Center features and reporting
- Easy and flexible configuration of the system services

## Solutions

- FVE-1000E phone system
- 30 FON-370i telephones
- FG-92D firewall, providing security and WAN redundancy