

## HALOTEQ helps social marketing agency manage growth and create efficiency without a capital investment.

### Business Challenge

Make Me Social is a growing, full-service marketing firm that has been able to make a splash in the industry due to their ability to think several steps ahead and take advantage of opportunities whenever possible. With a growing list of clients and staff located throughout the country, their need for a sound and innovative telecommunications system that fit their business model became more necessary. They needed something that, like them, was versatile, cutting-edge and efficient. After consulting with them on current and future expectations, we developed a customized solution for voice and data.

### Solution: Halovoxx

Haloteq reviewed both the company's technological capabilities as well as their broader business goals, and determined that any strategic investment they should make had to come with a practical and cost-effective approach to their telephone system and their ability to work remotely, but without purchasing expensive hardware.

Through the Haloteq Halovoxx system, we have been able to combine their voice and data expense, resulting in a net reduction in their telecommunications spend. This has allowed them to onboard and consult with new clients and staff working anywhere in the country with ease, and without the need for a significant capital investment in-house.

### Goals & Metrics

In our continued work with Make Me Social, they have stated that their initial goal was to have an innovative, strategic plan that focused on the long-term and did not include the purchase of hardware, which we have accomplished to this point. Additionally, with clients and employees across the country, they had a goal of maintaining a quality conference call system that was easily accessible and hassle-free. To date, the Halovoxx system has achieved this benchmark.

### TESTIMONIAL / CUSTOMER SUMMARY

*"Haloteq didn't try to fit a round peg in a square hole. They listened to our challenges and provided the right solution that reduced our overall costs, while also providing a clear path for growth."*

*"What set the Haloteq team apart was in their conversations with us. Instead of immediately pitching us on the technology we needed, they wanted to know more about our business and what we expected out of our voice and data communications. From there, they created a customized strategy that was ideal for our needs."*

*"The implementation process was seamless because the Haloteq team knew the technology backwards and forwards. They were able to anticipate any initial complications and address them before they arose."*

