



## Case Study: Armstrong

### The Customer



Providing quality telecommunication since 1946, Armstrong Telephone Company is an independent telephone company owns and operates locally. They have offices in West Virginia, Maryland, Pennsylvania and New York where dial tone, DSL, FTTX, and various other hicap (T1, DS3, etc.) services are offered. With the help from its partner Armstrong Cable, which offers traditional triple play over Coax, Armstrong continues to expand in the ever-changing world of telecommunications and beyond.

### Challenges

Before partnering with Billion Electric, Armstrong Telephone was struggling in finding quality products that not only could be easy to install, use, and customize to company needs. But more importantly, the products could have a higher standard of quality and service that stopped suffering from repeated failures and bad RMA (Return Merchandise Authorization) experiences.

For a long time, Armstrong Telephone reported experiencing bad RMA processes and repeated failures of already repaired units. Unsatisfied product quality and lack of customer service from past vendors have been major problems for increasing business revenue and providing quality services to their customers.

### How Billion Product Helped

After realizing Armstrong Telephone was struggling, Billion approached them with a comprehensive product solution. Since the purchase of the first test units, Armstrong Telephone has used the Billion BiPAC 5200SRD, BiPAC 7300N, BiPAC 7800NEL, and more recently they are testing the Ultimum 8920 series. Billion provides Armstrong Telephone with the best product and unmatched customer support.

“The other vendors don’t even come close to the level of customer support that you guys provide. Everything from tech support, to custom firmware loads, and even printing the MAC addresses on the shipping container to make our lives easier entering them into inventory.” says an IT manager from Armstrong Telephone.

Using Billion devices, Armstrong Telephone has found Billion’s service to be easy to install, easy to use and customize to company needs. More specifically, Armstrong Telephone reports that they liked the option of being able to change from a DSL modem to a router that can be deployed on a FTTH install by just changing one dropdown box in the web interface on the BiPAC 7800NEL. For more than 8 years partnership, Billion has helped Armstrong Telephone achieve business success through customer satisfaction and less repeat visits.

## Results

Quality of the products, simple installation, easy customization, and devoted customer support from Billion truly earned the trust and satisfaction of Armstrong Telephone. Using Billion devices has enabled Armstrong to deliver a great product with minimal failure and replacements. For more than 8 years partnership, Billion has helped Armstrong Telephone achieve business success through customer satisfaction and less repeat visits.

## Conclusion

Through high quality products and top-notch customer support, Billion Electric earned Armstrong Telephone’s trust and repeat business. With the implementation of Billion devices, Armstrong Telephone has been able to achieve their business goals through providing reliable service. Using Billion devices, Armstrong Telephone has found Billion’s service to be easy to install, easy to use and customize to company needs.

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