

United Spinal Association Unifies Communications Across Multiple Locations

No organization is more committed to providing guidance to and support for people living with spinal cord injuries and disorders than United Spinal Association. Founded in 1946, United Spinal has multiple offices, more than 45 chapters, and thousands of members across the United States. Communications are essential to coordinate the operation and serve the membership.



"It had become apparent that our expensive, aging Avaya system would no longer support the communications needs of our organization," said Edwin Lopez, help desk manager at United Spinal.

Standardize Communications and Improve Call Quality

Lopez said, "The Fonality solution is an evolutionary product that allowed us to standardize our telecommunications deployment across all locations, and realize impressive annual cost savings." An immediate benefit was improved call quality.

"Any phone company can provide phone calls, but the improved quality of our phone calls both internally and with our membership was a real game-changer," he said.

"Our Employees Depend on Heads Up Display"

"With features like Click to Dial, Employee Presence, instant messaging, visual voicemail, conferencing, and call forwarding, the staff put behind them the days of worrying about keeping phone calls short to reduce costs and wasting time tracking down employees."

Lopez said, "The Heads Up Display (HUD) is a part of everyday life across our company. Similar to the way most people depend on email and the Internet, our employees depend on HUD – all day long. It's like everyone has a personal assistant right at their fingertips."

HUD boosts productivity, enables collaboration and helps employees work smarter, saving up to two hours a day. "Most of our staff doesn't realize that there is an entire phone system behind the scenes," Lopez said. "To them Fonality is HUD; and they can't live without it."

"When evaluating Fonality against competitors, their features blew everyone else away. Ultimately, features are why we made the switch."

-Edwin Lopez

“Fonality Support staff takes every issue seriously. They are dedicated to providing quick resolution and are very responsive. Any time we’ve thrown an issue their way, we’ve been confident they could handle promptly. You can tell they truly care about their customers.”

- Edwin Lopez

Making the Move to the Cloud

United Spinal started out with a Fonality on-premise solution before making the switch to a dedicated-hosted solution.

“It became apparent to us that the cloud is the future, and working with our IT consultant – Jim Greenfield at Computer Troubleshooters – we started to evaluate cloud providers,” said Lopez. “It was obvious that Fonality was still the best choice out there even in the hosted world, offering the best features and a huge cost savings. To a non-profit, that’s a huge advantage.”

Fonality Provides Security and Peace of Mind

Lopez said, “We’re a huge proponent of cloud solutions for SMBs, and have seen 95% of our customers make the move to hosted solutions for voice. United Spinal understands the virtues of IP telephony and saw the benefits of making the move. These include business continuity and the peace of mind that comes from hosting their system in Fonality’s secure data center with its redundant backup and 24/7 monitoring.”

Call Center Features Get Callers to the Right People

United Spinal has also experienced the benefits of Fonality’s call center features. “We are incredibly impressed with the expansive menu options, unlimited queues, automatic call distribution, and call routing capabilities.”

The Bottom Line

“Our callers are getting to the right people quickly, improving the overall customer experience for our membership.”

About Fonality

Fonality provides unified phone systems and applications for growing businesses. More than 30,000 businesses in 99 countries rely on Fonality to help them sell, service and collaborate with ease. Our customers select the deployment, voice connectivity and payment options that best meet their needs. To learn more about how we can help you remove the friction that slows business momentum, give us a call today at 1-300-874-928 or visit us online at www.Fonality.com.au.