



# Case Study: ServiceSeeking

Scalable Telephony Platform Supports an  
Evolving Tech Business

**Heavily reliant on telephony, ServiceSeeking needed a reliable platform that would scale with its changing needs. In CommsChoice they found a flexible partner with a sophisticated, yet agile cloud-based solution.**

## Objectives: Scale Telephony and Ensure Seamless Communication

ServiceSeeking's real-time platform connects Australians with local trades to get jobs done. Since its launch in 2007, ServiceSeeking has registered more than 140,000 businesses and fielded over 10 million quotes. Five years into its operations, the ambitious, telephony-reliant start-up outgrew its original communications solution and started looking for alternatives.

The company needed a more robust and cost-effective platform that would also provide the flexibility to support its expanding operations. Recognising the need for strategic partnerships, ServiceSeeking began searching for a communication partner that could effectively service their offices in Sydney and Manila.

## Flexible Partner with Long-Term View

Like many start-ups, cost control was an important factor for the business' founders – so any deals with technology partners had to make commercial sense. ServiceSeeking also needed a partner with a local presence so that any issues could be resolved quickly and efficiently. And it was vital that the technology behind the solution could keep pace with the evolution of the business.

The team looked at a number of potential telephony partners, but CommsChoice and its Global PABX solution offered the best match for the business's requirements. "As much of our business is reliant on our telephony architecture, it was critical to work with someone with a local presence," said Adam Pisk.

And – as a young start-up – it was difficult for ServiceSeeking to reliably predict future rate of growth, making the scalability of any solution another key requirement. CommsChoice's long term contract with ServiceSeeking allows the business to vary the number of seats so they only pay for what they use. Working in a partnership model, CommsChoice also provides strategic technology advice and ongoing system enhancements – such as the recent Salesforce CRM integration.

**“We started off with a pretty basic telephony set-up in our offshore office but as our business grew – we make thousands of phone calls a week – our original phone system was just not cutting it. We were experiencing call quality issues and needed a more flexible platform and partner; both of which had to support our growth and process improvement efforts.”**

-Adam Pisk, Sales Director,  
ServiceSeeking

“The great thing about CommsChoice is their ability to scale up and down – as a solution and as a partner. Technology businesses like ours go through a lot of changes so we needed a partner that could ride the ups and downs with us.”

–Adam Pisk, Sales Director, ServiceSeeking

## Adaptive and Agile: a Telephony Platform that Evolves with the Business

Partnering with CommsChoice has provided ServiceSeeking with a telephony solution that integrates seamlessly with their business as well as allowing for growth. Its key benefits are:

- **Reliable, flexible telecommunications.** ServiceSeeking can be confident in the communications experience it provides to its 2 million customers – and growing. The team know any telephony issues will be managed promptly and that they will continue to benefit from ongoing improvements. “Reliable telephony is the lifeblood of our business – any downtime has a direct impact on our bottom line. CommsChoice recognises this and takes a proactive approach. As an example, the recent move of our exchange to Singapore has

improved our already stable system and has had a positive revenue impact of thousands of dollars.”

- **Ability to self-manage business-critical telephony.** As their business grew, ServiceSeeking needed more sophisticated communications, however they haven’t needed to hire a dedicated resource to look after the solution. The business-critical platform is managed as a part of the remaining IT infrastructure, by the internal IT resource.
- **Scaling to match business needs.** As ServiceSeeking grows, the team is always looking for ways to introduce efficiencies through automation – and so their scaling requirements can be in two different directions. CommsChoice’s telephony solution has the ability to easily scale up and down in line with business changes.
- **Customer service improvements.** CommsChoice helped ServiceSeeking to select the additional software they needed to integrate their telephony platform with Salesforce CRM, including assessment of the alternatives and managing the roll out of the final solution.
- **Strategic partner for the long term.** CommsChoice’s flexible model and pragmatic approach have meant that, as ServiceSeeking’s operations change, the business continues to only pay for the seats they need. The two organisations take a long-term partnership view and CommsChoice is an ongoing communications advisor to ServiceSeeking.

“For a company like ours, the telephony and Salesforce integration is a very significant step. It has given us quicker access to sales data, call activity and call recordings, and drastically increased the speed at which some 60,000 monthly jobs issued to our customers can be processed.”

–Adam Pisk, Sales Director, ServiceSeeking

## Words of Advice from the Team at ServiceSeeking

For those businesses contemplating a similar project, Adam Pisk says it’s important to take a broad view and not just focus on short-term costs.

“The initial cost outlay is always an important factor, but for any business like ours – which is heavily reliant on telephone communications – the cost of not having reliability is potentially even bigger. So choose a partner who gives you a fair price and who – more importantly – has the expertise and infrastructure you need,” said Adam Pisk.

“A local presence is incredibly important and you want to work with people who understand the urgency of any issues when they arise, because downtime can cost you big money. And finally, choose a partner who is prepared to scale up and down with you and who will suggest ongoing enhancements, particularly as your business changes.”

## Future Outlook

ServiceSeeking continues to introduce process improvements and automation, and scale their business operations in line with those.

“At one point we scaled up 100% then scaled down as we introduced more automation which meant we could reduce the number of call centre agents we needed. CommsChoice supported us extremely well through these changes. And as we continue to evolve, our internal technology will need to adapt with us. We know that we will continue working with them on these ongoing enhancements,” said Adam Pisk.

## About CommsChoice

CommsChoice Group provides cloud communications for business. The company services mid-tier corporate customers in Australia, Asia and internationally using its cloud based global business phone platform and MS Team Calling/Direct routing integration combined with innovative SD-WAN technology and fibre and NBN access products.

---

[www.commschoice.com](http://www.commschoice.com)  
1300 42 66 67  
[sales@commschoice.com](mailto:sales@commschoice.com)

**commschoice**  
cloud communications for business