



CASE STUDY

Jive Scales for Startups

SpinGo grew from a gap in the marketplace. Founders Kreg and Amanda Peeler noticed that there was no one stop shop to find, promote, and share events. SpinGo is a company providing utility to both customers and the general public. They provide products and event information to websites, search engines, blogs, and apps thereby boosting the reputation of the info brokers, spreading the word for the event planners, and helping out people looking for exciting things to do.



Background

One of SpinGo's proudest achievements is the role it plays in helping startups grow. In helping a small business gain business, SpinGo increases its own business with repeat customers who are able to spend more, thanks to the success they had using SpinGo in the past. Naturally, this leads to massive growth for SpinGo's once small startup team.



At A Glance

SpinGo is a rapidly growing startup that has established a symbiotic relationship with other early flourishing businesses. They offer a promotional service that gives a burgeoning businesses a much needed push.

SpinGo's rapid growth required a phone system that would grow with it and provide them with frequent updates and features so that they could remain on the cutting edge.



“As a startup things change all the time. The amount of employees that you have one day could be different the next... you have to change very quickly. And so what we need is something that changes with us,” shared Nick Dibble, Sales Team Lead.

Another challenge of rapid growth is the time it takes to train new employees. With the massive number of things to learn at a new job taking an inordinate amount of time to learn a phone system isn’t practical.

Solution

Jive gave SpinGo just what they were looking for. The Jive Solution scales perfectly for growing businesses with a simple billing system that charges based on number of phones used, making it easy to strategize budgeting. The phone system itself is extremely intuitive and easy to use, another major selling point for SpinGo.

“It’s really simple. I mean just from day 1, setting up for the first rep until every rep that we add has been a really smooth process. It’s really crucial for SpinGo to have a solution like that because we are growing at such a fast rate. And so we need a system that can scale with us and Jive is that system,” said Sterling Turley, Director of Promotional Sales.

Jive’s simple implementation plan made switching plans quick and easy. SpinGo needed the new system up as quickly as possible without losing any of the critical features they used before.

“One thing that we looked for was something that was going to be a smooth transition from our old phone system into new. Jive fit that perfectly,” Sterling Turley said.

NEVER MISS A FEATURE

With an all-inclusive package, Jive gave SpinGo full access to every feature from the getgo, saving them from stressing over what items they may want to drop or add as the company grew. Critical features like unlimited voicemail and auto attendants are invaluable to a company with rapid growth.

Quick Facts

SpinGo was started by a handful of people working out of an apartment. Only a few years later it has over fifty employees with a nationwide client base.



The easy-to-access method of Jive features proved invaluable to SpinGo salespeople.

“We need something that’s very easy to work. Something we don’t have to fumble with a lot of buttons--two buttons you can transfer call, answer call, hang up, you know, whatever you need to do. It’s just a very quick process,” said Nick Dibble.

COMPANY INTEGRATION

When a company is moving fast, it needs every time saving device it can muster. Anything that can save even a few seconds at a time can create a huge spike in productivity. After having Jive integrate with the various programs they use, SpinGo can attest to this.

“Before (Jive) there was the integration, but it was very, very limited. It was nothing that stood out. Now with Jive I like that integration. It makes everything *a lot* simpler,” Nick Dibble said.

AN EASY TRANSITION

Jive’s phones are plug-and-play ready. SpinGo didn’t start up with a huge tech department so switching to a new system was a potentially intimidating process. With Jive’s easy to understand system and 24/7 support team the switch was worry-free.

The process of switching over to Jive was really smooth. I was the one that took care of that and the process compared to what we’ve used with other providers was outstanding. The plug and play set-up, and the support line or the support group that they have over at Jive was awesome,” said Sterling Turley.

SUMMARY

Jive was able to hit the key factors SpinGo needed. It offered them a service that would grow with their company and ensure that they would stay up to date with free updates and features. Better yet, there was little work on SpinGo’s part to transition into a system that is drastically improved from what they had before.