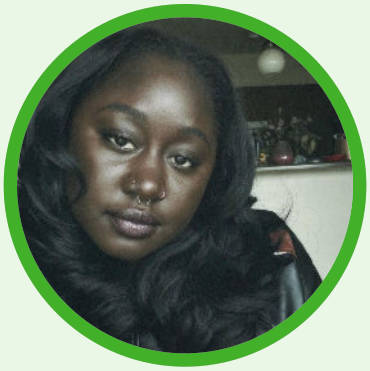
KELLEY CREATE

INDUSTRY Real Estate / Property Management
KELLEY CREATE SOLUTION Elevate



CASE STUDY · CWD GROUP

Someone Always Answers:

How CWD Group delivers around-the-clock service with Kelley Create and Elevate

For CWD Group, exceptional customer service isn't limited to business hours.

> **"Someone's always going to answer the phone."**
>
> **Rose Diouf**
> Office Manager & Customer Service Team Lead, CWD Group

The HOA management company has served Seattle and Portland communities for more than 30 years and supports more than 200 properties. Residents don't get to choose when an urgent issue happens, so CWD built its service model around 24/7 phone coverage.

"We're dedicated to providing as high a level of service as possible," says Rose. "This is places people live, so they want the care that they need."

That kind of promise takes the right tools. As CWD grew, its phone system struggled to keep up. Routine changes to call flows required extra steps and advance planning, making it hard to respond quickly when schedules shifted.

With roughly 135 to 200 calls per day, "good enough" wasn't enough. CWD needed a communications platform that could move as quickly as its team did.

Enter the Kelley Create team. CWD was already working with Kelley Create on managed IT when Strategic Account Executive Michelle Jones introduced Rose to Elevate, Kelley Create's cloud communications partner. Instead of a one-size-fits-all pitch, she listened to what Rose needed and pointed CWD toward the right fit. Together with Kelley Create's cloud voice experts, they transitioned CWD to Elevate.

> ***"The other systems just didn't provide as much of a full control that we needed as Elevate does," Rose says.***

Now, Rose sets up call flows and voice recordings herself and can change them any time. "I can quickly hop on my computer and just extend the event time," she says, "which isn't a function that is available for a lot of the other systems out there."

And the data? Elevate gives CWD visibility into calls answered, dropped, and transferred, helping Rose spot patterns and evaluate staffing needs.

Technology is only part of the story. Rose says the implementation was far more seamless than she expected, and credits the Kelley Create team's responsiveness, patience, and hands-on training. Michelle's role stood out most.

> ***"Michelle is great. She's always so helpful. She's always on the ball," Rose says. "She thinks of things right before they come out of your mouth. She's like, I got you, already sent it."***

"Your Kelley Create team is very easy to talk to and very patient with providing us with whatever we need and training us on whatever system we're implementing," she adds.

The result? Better service, backed by better data, and a team with full control of the system it relies on.

For a company whose differentiator is being there when customers need them, Elevate isn't simply a phone platform. It helps CWD keep a promise. Someone answers. And behind that connection is a Kelley Create team making exceptional service a little easier to deliver, 24 hours a day, seven days a week.

When your customers call, who answers? Let Kelley Create help you be ready. **www.kelleycreate.com**