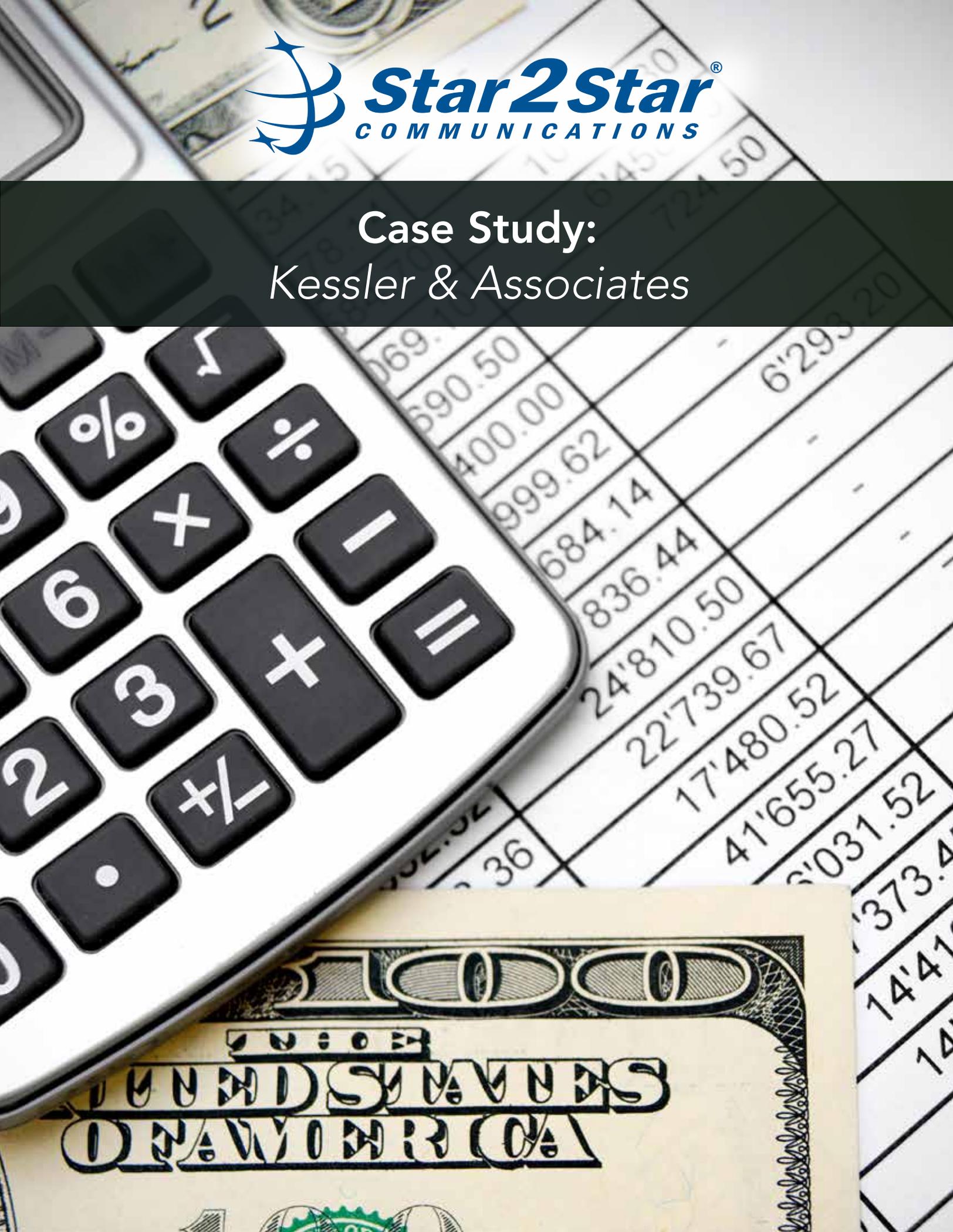




Case Study:
Kessler & Associates





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Star2Star Delivers Reliable Service, Regardless of the Weather

A power outage put Kessler & Associates out of business for three days. It also put their 15 year old phone system out of its misery.

Kessler's new Star2Star system saves the company money every month. It also improved their communications without changing the way they do business.

The Company: Kessler and Associates, P.C. is a public accounting firm based in Farmington Hills, Michigan. The firm provides accounting, tax, consulting, wealth management, and business planning services to small businesses throughout Michigan and nearby states.

The Problem: When a power outage struck the offices of Kessler and Associates, P.C., their entire phone system went down. It took three days for the power to get back up, during which time it was almost impossible for the firm to stay in contact. When the power finally came back on, the 15-year-old phone system didn't come back with it. Even with surge protection, the system was fried by the surge, leaving Kessler and Associates in need of new and more reliable communications solutions.

The Solution: Kessler and Associates turned to ABA Communications, a Star2Star partner. ABA provided Kessler and Associates with several traditional and Cloud-based telephone systems. ABA Communications endorsed the Star2Star system because of its reliability and functionality, and the firm agreed. "If we were going to spend the money, might as well kick it up, and that's what we did."

In just a few months, Star2Star has already begun improving Kessler and Associates' communications, without dramatically changing the way the firm operates. Acclimating to the new system has not proven problematic. "It's only a matter of getting used to the new keystrokes."

Having a truly unified communications system has provided unforeseen benefits to Kessler and Associates. One of Charles' favorite features is the ability to receive his voicemail via email. "I'm able to listen to it immediately, whether I'm on the road or in another state." Other features have also proven useful as well. "(When) I'm in my Outlook Contacts List, I can dial the phone on my desktop. Then it rings back to me on my phone, and I'm able then to just pick up the phone. I don't have to look at my desktop and sort of punch in a number."

Going forward, Charles is also excited about the conferencing possibilities Star2Star provides. "I'm able to have conference calls with multiple parties."

Star2Star Communications, LLC

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