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# Driving Business Change and Realizing Company Vision

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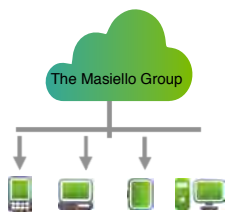
## THE MASIELLO GROUP – CASE STUDY

**VISION**  
Determine our strategic plan

**PEOPLE**  
What's holding us back?

**PROCESS**  
Look to improve

**TECHNOLOGY**  
Evaluate our infrastructure





**The Masiello Group**

- Large real estate agency in the Northeast (65th nationwide)
- 34+ locations across 4 states
- Aggressive Strategic Plan – Growth by M&A

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## THE MASIELLO GROUP: TECHNOLOGY ASSESSMENT

PRIOR CHALLENGES

- Lacked foundation for strategic growth
- Bandwidth affecting selling, recruiting reputation
- Lacked business features and functionality
- Unmanageable vendor situation
- IT demands for support are intensive

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CURRENT SITUATION

- Standardized platform Scalability
- Pervasive robust network – QoS, SLA – Connected
- Mobility, road warrior connectivity & UC
- SPOC issue resolution and strategic planning
- Now a managed service

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## UCAAS ENABLED AND IMPROVED

THE MASIELLO GROUP

PEOPLE

- Limited IT resources
- Struggling sales management
- Ineffective agents

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CURRENT SITUATION

- Now onboarding agents
- Video conferencing and centralized resources
- Unified communications

PROCESS

- Sales training & Support
- Customer experience
- Needed a “performance edge” over competitors

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CURRENT SITUATION

- Distance learning
- Agents are now connected
- Responsiveness
- Leverage UCaaS

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## CRITICAL SUCCESS FACTORS FOR BUSINESS GROWTH

### INTERNAL

- Attract and retain valuable employees
- Improve productivity
- Employee attitude
- Tech utilization
- Knowledge – hire, contract, train, outsource
- Building teams
- Communication

### EXTERNAL

- Improve the delivery of customer service
- Gain an advantage over competitors
- Offer new products and services
- Open new markets (M&A)
- Enhance Communication

### OPERATIONS

- Managing change
- Minimizing risk
- Controlling operational expense and driving cost from the business
- Respond to the environment
- Establish long-term relationships

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## THANK YOU!



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