



# From Analog to Advanced Local Bank Scales Smart With a Unified Solution

Headquartered in Oklahoma, Great Plains Bank is a thriving community bank with over \$1.8 billion in assets, 30 branch locations, and more than 400 employees. For over a century, the bank has prioritized personalized service, innovation, and community commitment. With just a six-person IT department, the organization has achieved impressive growth—thanks in part to smart technology partnerships that support scalability and operational excellence.

## The Challenge

When Great Plains Bank first partnered with Verge Network Solutions over 15 years ago, they faced a fragmented and outdated phone infrastructure. Long-distance fees applied even for calls between branches, and each location operated with its own PBX system. The IT team had minimal visibility into voice systems, and a mix of analog lines for fax, alarms, and cash advance machines added to operational complexity and cost.

Additionally, as the bank grew, its lean IT team needed a solution that could keep pace without increasing headcount or overhead. It became clear that a scalable, unified communication platform was critical to future success.

- Outdated PBX systems and analog phone lines at each branch
- Long-distance charges for inter-branch communication
- Branch staff overwhelmed with inbound customer calls
- Limited IT resources and support capacity
- Rising telecom costs from unused lines and legacy services



**“We do almost everything in house except voice. It allows me to keep my staff small, focus on higher priority things, and keeps our cost way down.”**

## Finding the Right Partner

Verge stood out from the start. During the initial evaluation, Verge's team guaranteed a seamless transition to VoIP—with no disruptions or performance compromise. They implemented voice prioritization policies and committed to reinstalling the old system at no cost if the solution didn't meet expectations.

From the beginning, Verge approached the relationship as a strategic partner—not just a vendor. The team provided hands-on support, offered proactive recommendations, and became a trusted extension of Great Plain's internal IT staff.

## Creating a High-Performing Contact Center

One of the bank's biggest leaps came with the transition to a centralized call center. Previously, customers had to rely on busy branch staff for inquiries, often facing long waits or being transferred multiple times.

Working together to deploy intelligent contact center tools, Great Plains Bank was able to establish a dedicated customer support center, enabling faster, more consistent service.

With just five agents, the GPB call center now handles **over 165,000 calls annually**, along with digital chat interactions.

The result is faster service, better visibility, and less strain on branch employees—freeing them to focus on in-person customer service.

**"It allows us to track what customers are having issues, that the service that we're providing is consistent, and the resolution is actually happening."**

## The Power of Private Cloud

As part of the bank's long-term evolution, Verge helped migrate Great Plains Bank from an on-premise solution to Verge's private cloud platform.

This transition dramatically simplified operations and enabled secure, remote access to phones from anywhere—critical as the bank embraced remote work and hired off-site employees.

**"We're able to actually connect a phone to any internet connection now and communicate just like they're in the office."**

This cloud-based approach also ensured easier system updates, greater uptime, and a reduction in maintenance burden for the IT team.

## Omnichannel Innovation

With voice securely in place, Great Plains Bank is expanding its omnichannel capabilities. They've added live chat and are now exploring AI-powered solutions for customer interaction—backed by Verge's flexible platform and expert guidance.



## Eliminating Analog Lines

In partnership with Verge, GPB launched a full initiative to eliminate outdated analog phone lines—once used for alarms, fax machines, and cash advance devices. Using Analog Telephone Adapters (ATAs) and Ethernet configurations, they were able to move 100% of those systems to VoIP.

**“We moved 100% away from POTS lines. It has made our life a lot easier.”**

This not only improved reliability but also saved thousands of dollars in recurring telecom costs.

## Support that Goes Beyond

When it comes to service, Great Plains Bank describes Verge as more than a vendor—they’re a responsive, consultative partner that consistently shows up when it matters most.

The Verge support team communicates frequently during ticket resolution, ensuring the GPB team is always informed on the status of an issue. Recent changes to the ticketing system have also improved visibility and accountability, making it easier than ever to track outcomes.

Beyond resolving tickets, Verge’s team takes a proactive approach—offering recommendations and helping to source solutions that align with the bank’s evolving needs.

- Eliminated unused lines and analog service—**cutting thousands** from telecom expenses
- Communication costs today are less than costs from **15 years ago**
- Voice services are remote-work ready and easier to manage
- 165,000+ calls per year managed with **high efficiency** by 5 agents
- Verge handles voice, letting internal staff focus on higher-priority tasks
- **No analog lines remain**—improving uptime, reducing costs, and eliminating tech headaches

## Looking to the Future

With Verge as a long-term partner, Great Plains Bank didn’t just modernize its phone system—it reshaped how the organization communicates, supports customers, and scales technology.

What began as a voice upgrade evolved into a full communications transformation that reduced costs, improved performance, and empowered the bank’s small IT team to focus on what matters most. The culture of service, from frontline support to executive leadership, has made Verge an irreplaceable part of the bank’s technology ecosystem.

DISCOVER THE VERGE ADVANTAGE

## Simplify and Scale Your Banking Communications

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