

Multi-State Community Bank Improves Communications & Boosts Operational Savings

GNBank, a family-owned community bank with over 100 years of dedication to small and rural communities throughout Kansas and Southeastern Colorado, sought to modernize its communication systems to meet the evolving needs of its customers. Known for being ethical, adaptable, customer-centered, and community-invested, GNBank turned to Verge Network Solutions—a trusted technology partner for over 100 community banks across the Midwest. Verge's commitment to flexible, scalable, and cost-conscious solutions made them the ideal partner for GNBank.

The Challenge

Before partnering with Verge, GNBank's legacy communication infrastructure was limited, affecting both its customer service and internal communication. The organization relied on multiple "POTS" (Plain Old Telephone System) lines across branches for calls, often making it difficult to forward calls efficiently. Frequent call quality issues and limited remote capabilities hindered employee productivity and impacted customer satisfaction, while network disruptions complicated both customer support and internal collaboration.

As GNBank sought a solution, they needed a partner who could deliver reliable, locally-supported technology tailored to their needs and budget.

- Fragmented communications with separate PBX systems at each location
- Significant costs implications from unmanaged telecom expenses
- Lack of integration stifled internal communication and collaboration
- Outdated infrastructure presented inefficiencies and complexity

Evaluating a Path for the Future

To provide a better customer experience and a more strategic, scalable future for the growing bank network, it was clear that a unified solution was needed. Verge's initial evaluation of GN's telecom infrastructure revealed significant cost-saving opportunities and an ideal environment to deploy a Mitel VoIP solution that would deliver flexibility and sustainability.



The Solution

Verge Network Solutions implemented a custom, on-premise communications platform backed by Mitel's industry-leading line of telecommunication products. With full integration across all branches and the central operations center, GNBank now had the flexibility to seamlessly manage calls from any location. This tailored solution aligned with GNBank's focus on adaptability and customer-centric service, while giving its team members accountability and autonomy to manage customer needs on-the-go. The solution included:

Flexible Call Routing

Staff can now receive and manage calls from anywhere on-site, in a conference room or even at home, enhancing customer accessibility.

Customized Ring Groups

Calls are automatically routed across different branches based on business hours and time zones, extending customer support hours.

Improved Call Quality

A robust VoIP system reduced quality issues and boosted reliability.

System Versatility

Features like Bluetooth-enabled handsets enhance mobility within branches and prevent common issues with traditional wired handsets.

Advanced Functionality

Integration with Microsoft Teams allows GNBank to maximize their existing technology.

Rapid Deployment

Modernized technology enabled a seamless transition to remote work during COVID-19.

Simplified Infrastructure

With a growth-ready infrastructure, the GNBank IT team is ready for hassle-free expansion.

Cost Savings

By eliminating POTS lines, long-distance charges, redundant systems, and outdated telecom devices, GNBank achieved significant savings.

"It's reliable, it's scalable, and it's made a **huge difference** in how we operate across branches."

Service Second to None

GN Bank's decision to go with Verge was reinforced by positive referrals and a highly personalized approach. During deployment, technicians configured new PoE (Power over Ethernet) switches, organized equipment, and streamlined complex wiring setups, bringing clarity and reliability to each branch's network infrastructure and creating a more manageable environment for the GNBank IT team.

Through expert configuration and troubleshooting, Verge addressed network provider issues, optimized QoS (Quality of Service) settings, and identified specific areas of improvement, such as MTU adjustments, that significantly enhanced call quality.

"The **level of service** is ridiculously great. Verge has been good at troubleshooting more than just phone issues."

From resolving complex network-wide issues to working hand-in-hand with the bank's IT team to establish training and processes for minor system adjustments, Verge's team is highly responsive and always ready to go the extra mile.

The Result

The bank experienced an immediate impact to operations, translating to both direct cost savings and a more cohesive, customer-centered experience. Calls can be forwarded to any location instantly, improving response times and allowing staff to assist customers seamlessly, regardless of where they're working. The bank no longer struggles with call quality or network interruptions, and minor technical issues are handled with quick, knowledgeable support from Verge's team. The team's enhanced autonomy with call management tools has made operations even smoother, while the reliability and longevity of the Verge-provided hardware keep infrastructure costs low.

- Over **\$50,000 annual savings** by optimizing line use and consolidating telecom expense management
- ROI achieved within **2 1/2 years**, exceeding stakeholder expectations
- Eliminated the need for branch-specific telecom system management
- Future-ready infrastructure to support branch growth and technology integration
- Superior connectivity has paved the way for improved customer experiences

"The savings and support have been remarkable, and the technology is there to meet our needs as we grow."

Looking to the Future

The partnership between GNBank and Verge Network Solutions represents a shared dedication to customer service and adaptability. By modernizing their communications infrastructure with Verge's reliable services and Mitel's industry-leading technology, GNBank continues to fulfill its commitment to the communities it serves with high-quality, accessible service across every branch. The cost savings and operational improvements affirm Verge's role as a technology partner that understands the unique needs of community banks.

As a forward-thinking organization, GNBank is exploring migration to a cloud-based solution for increased disaster recovery capabilities with Verge, as well as further service area expansion with additional branches, backed by the easily scalable communication infrastructure and support of Verge by their side.

DISCOVER THE VERGE ADVANTAGE

Transform Your Bank Communications Today

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