



Multi-Brand HVAC Provider Deploys **Unified Voice Solution that Supports Growth**

Climate Control Group (CCG), a collection of six HVAC companies based in the Oklahoma City metro area, needed to overhaul their aging phone system. Their legacy Mitel Orange solution was end-of-life, incompatible with the Microsoft Dynamics CRM, and lacked the tools required by the growing customer experience team.

The Challenge

Climate Control Group needed a communications solution as dependable as the products they build. Support from their previous provider was sparse, making the phone system a daily pain point for the IT team.

With a growing customer experience team, lack of integration between communications and the organization's CRM system presented efficiency and reporting roadblocks.

- Outdated, end-of-life phone system
- Incompatibility with Microsoft Dynamics CRM
- Limited customer experience tools
- Growing support and maintenance burdens
- Security issues due to lack of system updates

"The new features for customer experience have been a game-changer, and the future integration with AI is a big need for us."



Finding the Right Partner

What CCG needed was a solution that aligned with its enterprise IT strategy and reduced support burdens—without breaking the budget. After exploring multiple vendors, they found Verge to be the most responsive, transparent, and easy to work with. Verge's team was on-site, involved, and delivered a tailored plan that preserved hardware and maximized Climate Control Group's investment, enabled full Mitel system support, and ensured a smooth transition.

Working closely with CCG's internal IT and help desk teams, Verge implemented a modern platform that balanced performance, flexibility, and cost efficiency.

Integrated, Future-Proof Environment

Full integration with Microsoft Dynamics CRM and primed for future capabilities, including AI-powered customer experience tools

Maximized Device Investment

Redeployed existing compatible phone devices

Communication Versatility

Enabled web and mobile app access—no VPN or special connectivity required

Intelligence Reporting & Insights

Real-time dashboards for call metrics and customer experience team success

Flexible, Customized Calling

Custom-built call queues and transfer workflows to meet departmental needs

Simplified Infrastructure

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

"I can't say enough about the experience we've had. The ongoing support has been phenomenal."

The Result

With Verge, the communications platform went from a fragile liability to a high-performing asset. The CCG IT team regained bandwidth, customers got better service, and the CX team gained actionable insights that shaped how they staff and serve.

- Support response dropped from days to **under 1 hour**
- Full **CRM integration** achieved
- Dramatically reduced burden on internal IT staff
- Custom dashboards support smarter **real-time CX decisions**
- Future-ready infrastructure for AI

What once was a major source of frustration is now a reliable, modern communications platform. Verge helped CCG align its phone system with strategic IT goals while also enhancing performance for frontline teams.

DISCOVER THE VERGE ADVANTAGE

Upgrade Your Communications Today

877-782-8400

sales@vergenetwork.com

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