

AAA OHIO AUTO CLUB COUNTS ON XO® FOR RELIABLE COMMUNICATION

With 33 stores, two Bureaus of Motor Vehicles (BMVs), one warehouse, four car-care centers, and 800,000 members, the AAA Ohio Auto Club is the largest AAA club in Ohio. Members visit its website to obtain TripTix, make travel reservations, order tour books or maps, and arrange emergency road service. Providing all these services in the club's large Ohio territory requires extremely reliable phone service.

The Challenge

Improve phone service reliability while decreasing overall costs

With members counting on speedy service in an emergency, the AAA Ohio Auto Club needed a provider that could deliver dependable local and long phone services to its eight call centers (seven in Columbus and one in Canton). The club also needed affordable long distance service for its local offices.

Dissatisfied with the level of service from the club's former provider, Mike Berry, Director of Voice Data Communications, put out an RFP to find a new one, and spent the next 10 months interviewing each provider before choosing XO.

The Solution

Local and long distance calling and data services, using PRIs, a DS-3, and point-to-point services

First, XO brought fiber optic service to the club headquarters in Columbus, locating a node on site. XO now provides local and long distance services for the call centers in Columbus and Canton, using PRIs and a DS-3. XO also provides long distance service for all local offices, plus some data and point-to-point services to connect the local offices with the club headquarters.

"When we installed our own VoIP system for our call centers in Columbus and Canton," said Berry, "I was concerned about receiving calls if we lost our server. I worked with XO on designing a way to redirect calls automatically to a bank of analog phones, located outside our VoIP network, in the event of an outage. It was a very challenging problem, but XO provided a viable solution that enables our call centers to keep receiving critical calls if our own VoIP network goes down.



Executive Summary

AAA OHIO AUTO CLUB

- Industry: Automotive Services
- Location: Columbus, Ohio

BUSINESS CHALLENGE

- Find a reliable provider to deliver the level of service members require
- Keep costs affordable, while improving service level
- Find a way to direct calls if the club's VoIP network goes down

SOLUTION

- Local and long distance calling and data services, using PRIs, a DS-3, and point-to-point services, which saved approximately 20% in costs
- Improved service quality with fiber optic service
- Support from the reliable and dedicated XO local team

RESULTS

- 20% cost savings compared to previous provider
- Proactive service
- Reduced outage risk with business continuity solution
- Responsive local team



The Results

Cost Savings

"When we chose XO in 1998," said Berry, "we saved about 20% from our previous carrier. Even after eight years, XO is still very competitive. I think we have a great contract."

Excellent Service

"One of the biggest benefits to us," said Berry, "is the node XO located with us when they brought in fiber optics. XO constantly monitors that node, so they know there's a problem as quickly as we do, and they're very proactive about getting someone out to take care of it."

Reduced Risk

"XO came up with a plan to redirect call center calls if our own VoIP system goes down," said Berry. "So far, it's never failed to roll over those critical calls."

Local Partnership

"I can't praise the XO local team enough," said Berry, "they go out way of their way to ensure all my needs are accommodated. The team is very responsive and is always looking for ways to help me cut my overall costs."

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MIKE BERRY

Director of Voice & Data Communications
AAA Ohio Auto Club
www.AAAOhio.com

About XO®

XO Communications, a subsidiary of XO Holdings, Inc., is a leading nationwide provider of advanced communications services and solutions for businesses, enterprises, government, carriers and service providers. Its customers include more than half of the Fortune 500, in addition to leading cable companies, carriers, content providers and mobile network operators. Utilizing its unique combination of high-capacity nationwide and metro networks and broadband wireless capabilities, XO offers customers a broad range of managed voice, data and IP services with proven performance, scalability and value in more than 75 metropolitan markets across the United States.

For more information, visit www.xo.com

