CORE CONNECTIONS

Industry
Telecommunications

Headquarters
Grandville, MI

> *Core Connections has been helping businesses across the country and internationally implement, deploy, and manage their technology infrastructures since 2012.*

CASE STUDY: HOW MOSAIC NETWORX RESCUED 25% OF SALE AGENT'S REVENUE

SUMMARY

Core Connections was going to lose a large portion of their business when their service provider told them they were taking the business direct. What Core needed was a new supplier, capable enough to support 25 locations and responsive enough to win the business. Mosaic NetworX jumped at the chance to support Core and their customer. The result was a contract for two locations that will undoubtedly lead to a much larger contract down the road.

HISTORY

Founded in 2012, Core Connections Inc. is mid-western sales and consulting firm specializing in the telecommunications industry. Started by Mary Muir, with over 30 years of IT and project management experience in telecommunication services, the company prides itself on a customer-first, sales-second approach to business.

Far from being just a sales organization, Core Connections negotiates prices with the carriers, manages project implementations and assists with disconnects and support throughout the life of the contract. The company has access to over 500 service providers but emphasizes those that treat their customers as well as they do.

THE CHALLENGE

Core Connections had been working with a telecommunications supplier for several years supplying internet service to one of Core's customers, when they informed Core that they would be taking the business direct and cutting them out of the loop. This represented a potential loss to Core of 25% of their annual revenue.

What the supplier did not know is that the end customer was loyal to Core Connections and would not do business direct. But that still left Core scrambling to replace that service provider. As a result, Core reached out to three service providers they believed could replace the service from the previous provider. This was a multi-site requirement, and they needed a supplier who could jump right in and figure out what those sites required.

One service provider never responded at all. The second one kept rescheduling and then cancelling the call. And the third service provider was Mosaic NetworX, a service provider they had met just a few months prior.

CASE STUDY

THE SOLUTION

Founded in 2007, Mosaic NetworX is an IT infrastructure provider specializing in network aggregation and managed services. Comprised of a team of skilled network engineers and telecom veterans, Mosaic places special emphasis on customer experience (CX) and project management. And just like Core, Mosaic is a customer-first organization. So, when Mosaic quickly responded to Core's request, Core knew Mosaic was a supplier they could work with.

In response to Core's request, Mosaic did a detailed circuit analysis, both primary and secondary, for the customer's 25 locations. Normally this is something Core would have several suppliers do, but since Mosaic is also an aggregator, they instantly became a one-stop shop for Core. And according to Mary Muir at Core, "Mosaic jumped through hoops trying to make it work for them."

THE RESULTS

The result? A signed contract to rollout two locations for primary and secondary internet, which will likely lead to selling primary and secondary internet at all 25 locations. And what does Core think about the rollout so far?

According to Mary Muir, "What really surprised me about Mosaic is their great project management on the back end. They're on top of it as far as reaching out to me to let me know what's going on, and when they tell me the next date, on that date they have an update for me. I have multiple rollouts going on right now, for more than just Mosaic, and so far, I have not met another company that manages their implementations as well."

And what is the dollar value of Mosaic's responsiveness? Core estimates that not having to track down information saves them on average two hours per month per project. With a contract that's expected to reach a peak of 10 projects at one time, that will save Core about 20 labor hours per month just tracking down information.

THE MOSAIC ADVANTAGE

With engineering support second-to-none and hundreds of carriers all over the world, Mosaic NetworX delivers a highly orchestrated single-vendor solution. With Mosaic there is only ever one quote, one bill, one currency, one language, one project manager, and one customer service.

Mosaic NetworX understands the only way to be successful is if they make their sales partners successful. That's why when it comes to their sales partners, Mosaic only has two objectives: bigger sales and less headaches.