

SMPL CO. INCREASES SALES AND EFFICIENCY WITH FULFILLMENT BY VOIP SUPPLY

“As a critical partner, VoIP Supply has enabled us to better master the tangible parts of our experience, while allowing our teams to work like our users – around the world and in any time zone.”

The logo for Smpl Co., consisting of the lowercase letters "smpl" in a bold, blue, sans-serif font.

*Chris Meadows
CEO and Founder of Smpl Co.*

The Background

Smpl Co. is a cloud-based phone service provider for business and teams based in California. What started as tiny IT consulting project in 2009 is now a growing start-up making a splash in the vast ocean of voice. Their mission is to build incredible experiences that take the hassle out of managing phone solutions, and just this month launched their unique Provide white-label solution for wholesale and providers.

Lost Time in Managing Fulfillment and Inventories



The Problem

As Smpl Co. expands their personalized support and intuitive solutions, they realized they had lost critical time in managing fulfillment and inventories - which distracted them from their core experience focuses. At that point, Smpl started looking for a professional fulfillment team who shares the same attention to detail and efficiency on product fulfillment, to meet their fast growing needs.

Referred by their Managed Network development partner, Smpl Co. consulted and partnered with VoIP Supply to discuss their growth and how VoIP Supply could assist them with their Fulfillment needs.

When asked about the reason they chose VoIP Supply, Chris Meadows, Founder and CEO of Smpl Co., said "Relationship is the basis of any work with a partner or vendor we do business with. With every phone and box shipped and delivered with VoIP Supply, our customers receive the experience only possible between two partners who value it so critically. Every phone delivers on time, with quick fulfillment upon order, in clean boxes, and perfectly placed collateral...When was the last time you received a clean package, and delivered with straight labels?"

Quick Delivery with Customized Colors and Logo

The Solution

Since partnering with Fulfillment by VoIP Supply, Smpl Co. has enjoyed the quick delivery service and worry-free inventory management. They benefit from the wide array of hardware resources that enables Smpl Co. to ship phones in every make and model, in customized colors, with their own logo, and personalized collateral. And, most important at all, now they finally have more time to focus on their core business development and continuing to develop more great experiences.

They have not only seen an increase in sales and customer satisfaction but they were also able to bring their unique fulfillment experience to their exciting new wholesale solutions by allowing white-label users to tap into the same great resources.

Smpl Co. plans to expand their deliverable resources with Fulfillment by VoIP Supply in 2017 to meet their business growth needs.

About VoIP Supply

VoIP Supply, LLC (<http://www.voipsupply.com>) is North America's leading VoIP solutions provider and your trusted source for everything VoIP. Since 2002, VoIP Supply has delivered valuable solutions for some 125,000 customers worldwide. With passionate employees, a selection of over 6,500 products including name-brand hardware to our CloudSpan Marketplace and over 20,000 square feet of office space VoIP Supply has an unlimited number of VoIP solutions. VoIP Supply provides you with a fully staffed inbound call center with licensed, certified and highly trained VoIP experts that can help you with any problem you might have. Whether you are a consumer, business, service provider or reseller, VoIP Supply has everything you need for VoIP.

VoIP Supply is a three-time Inc. 500/5000 honoree, listed by Business First as one of WNY's Top Private Companies, as well as being consistently ranked one of Western New York's Best Places to Work.

To learn more, call (800) 398-8647, or visit voipsupply.com and follow VoIP Supply on social media.