

GPhone improves bottom line through strategic partnership and channel alliance with FluentStream

GPhone was co-founded in 1995 by Guy Jazyuka and Stephen McCarthy who aimed to reduce phone bills for military personnel and their families. The company provided international phone services to U.S. military members and State Department personnel based worldwide. In 2005, GPhone moved into the hosted PBX business expanding its customer portfolio to include U.S.-based businesses, primarily working with retirement homes, restaurants, and nonprofits nationwide.

Today, GPhone is a facilities-based carrier headquartered in Falls Church, Virginia. The company provides telecommunications services to thousands of customers in the U.S. and internationally, operating its own TDM and VoIP-based voice switches.

The company has earned numerous awards, including the Deloitte Fast 50, the Washington Technology Fast 50, and the Independent Agent Network Circle of Excellence Award.



Fluentstream Partner Program

Strategic Partner
Channel Partner

Location

Falls Church, VA

Industry

VoIP

Website

www.gphone.com



FluentStream is backed by a reputable venture capital firm, they have a great platform, and an impressive management team. We felt comfortable that our customers would be in good hands.



Stephen McCarthy
Co-Founder & President
GPhone

Finding the Right Partner

Today, organizations need more than basic call functionality requiring features like auto attendant, on-demand call recording, and follow-me forwarding. Even more, customers expect 99.999% service reliability that can only be achieved with redundancy measures that require a significant cost investment.

In 2019, GPhone opted to avoid building out further infrastructure that could cause complex technical issues and researched alternative options. This search connected GPhone with FluentStream, a cloud-based unified communications-as-a-service (UCaaS) provider serving small and mid-size businesses throughout the U.S. and Canada.

GPhone was impressed by FluentStream's expansive suite of features – of which there are over 100 – and its award-winning, US-based customer support; ultimately, deciding to pursue a strategic partnership with FluentStream. GPhone

also appreciated that FluentStream shared its business model of no long-term contracts in favor of a month-to-month agreement structure that extends greater flexibility to customers.



We also really liked the people we interfaced with at FluentStream. They were genuinely nice people who understood our business, including the challenges, the constraints, and the benefits of our business model.



Guy Jazyuka
Co-Founder & COO
GPhone

According to Jazyuka, the decision to pursue a strategic partnership was based on, “the people, the feature set – the network is very well designed and implemented to reduce any types of outages – and the price.”

Pulling Off A Smooth Transition

Jazyuka and his business partner, Stephen McCarthy, felt confident in FluentStream. “FluentStream is backed by a reputable venture capital firm, they have a great platform, and an impressive management team. We felt comfortable that our customers would be in good hands,” said McCarthy.

As a strategic partner, GPhone transitioned its customer base to FluentStream's UCaaS platform and customer support services.

“The migration of customers is a very big deal. In fact, it's one of the biggest blocking points to companies being successful,” said Jazyuka. “It requires a lot of coordination on the technical side and with customers to acknowledge the downtime necessary for a migration.”

As part of the strategic partnership, some of GPhone's employees joined FluentStream as full-time employees and helped successfully transition GPhone customers to FluentStream's platform. According to McCarthy, the shift to FluentStream was positive for his employees as FluentStream offered more growth opportunities.

"FluentStream transitioned as many as 20-30 customer sites a day and the process was seamless," said Jazyuka. "It required daily communication and multiple meetings a week with different groups."

Enjoying the Benefits of a Successful Partnership

Through this strategic partnership, Jazyuka and McCarthy now manage fewer employees, which reduces management oversight and personnel costs.

"Our strategic partnership with FluentStream has improved our bottom line simply from the employee aspect alone," said Jazyuka. "Now we can focus on sales only – which is what we like to do."

Today, GPhone sells FluentStream services and simply submits a quote to the FluentStream Service Delivery Team, which according to Jazyuka, is second to none. Within hours, GPhone receives quote approvals from FluentStream and can fully execute contracts within a day or two with FluentStream completing implementation within seven days after that.



FluentStream really drove the process, which was a big positive.



Guy Jazyuka
Co-Founder & COO
GPhone

In addition to the strategic partnership, GPhone became an exclusive channel partner for FluentStream, enabling Jazyuka and McCarthy to focus their efforts on sales of FluentStream services.



FluentStream provides customers with fantastic support. This is a true partnership to make sure our customers are happy.



Guy Jazyuka
Co-Founder & COO
GPhone

Jazyuka added, "What makes FluentStream different is its people. We elected an exclusive partnership with FluentStream because it makes it easier for us to manage fewer people and only one partnership. FluentStream has strong employee retention, so we've been able to build lasting relationships with many of the employees. It feels like an extension of our own team."