



**Lutz & Petty, LLC**

# Case Study

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## **ABOUT LUTZ & PETTY, LLC**

**The Law Offices of Lutz & Petty serve the communities of northeastern and central Pennsylvania with elder law, real estate, criminal, estate planning, and more.** Attorneys Nicholas D. Lutz, Esq. and Travis C. Petty, Esq. are lifelong residents of the Berwick area and are dedicated to helping make the local community a better place. As a thriving small business, they have serviced about 1,500 new cases and matters since their opening in 2016.



## SITUATION

A key commitment Lutz & Petty makes to their communities, and what sets them apart from other legal experts, is their promise of prompt communication. They guarantee responses to inquiries within 24 hours during business days to better help prospective and current clients.

As small business owners that care deeply about the work they do for their community, Lutz & Petty require the best communication tools to ensure they never miss a call, as it could be regarding a critical and timely request.

### Requirement for Services

Before partnering with Breezeline™, Lutz & Petty worked with another provider for internet and a Voice over IP (VoIP) solution for approximately four years since the firm's founding. While they were relatively satisfied with the suite of features these solutions offered, the firm struggled with frequent service outages. During phone calls with clients, they would regularly experience trouble with call quality and reliability, creating a disruption to the service they were able to provide their clients.

When describing the previous phone service, Nicholas Lutz noted that they would have problems with dropped calls, which could be frustrating and didn't uphold his firm's professional standards of operation. He said that over the four years they used the service, the quality of equipment eroded; even when the firm moved to a newly built office space and received new equipment, it was rarely operating at full capacity.

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"You can have the greatest features in the entire world, but if they don't work, what good does it do for our business?" said Lutz. "At its most basic level, you can have really great features, but if phone calls are repeatedly dropped and quality is so poor, I can't hear my clients — or vice versa, it's not worth our time or investment."

**Need for Reliability**

Understanding that they have limited resources, it's critical that when Lutz & Petty hire outside resources and services, that they support the business and don't create further difficulties.

Another challenge with their previous service provider was its customer service and support; when service outages occurred it was very difficult to reach customer service representatives. When a feature of their VoIP solution would go out, Lutz would have to wait on hold for long periods of time without getting access to support

personnel. For a busy lawyer, this was not only frustrating, but it impacted his ability to effectively service clients.

**Search for a New Solution**

What was clear to Lutz & Petty was that they weren't getting the services or partnership they required. They sought to implement a new solution, but with two critical mandates: they had to retain their existing business phone number and would not be able to tolerate any downtime or impact on service delivery.

# Breezeline Business Solution

Nicholas Lutz had previously met an Breezeline employee through their local Chamber of Commerce. After discussing Lutz & Petty's needs and Breezeline's initial service offerings, he determined that the functionality could be right for their business.

To personalize the solution and features for Lutz & Petty, Lutz met with an Breezeline technical representative to determine exactly which services were needed. Together, they created a package of services from the ground-up and ensured it met the firm's needs, by including intercom features and other add-ons.

**The Transition**

Once Breezeline and Lutz & Petty determined the personalized service package, they met to discuss implementation plans.

Breezeline worked with an outside IT professional hired by Lutz & Petty to set up equipment and assign proper IP addresses. Breezeline handled details such as porting an existing fax number to another outside company. Finally, once all technology was in place, Breezeline's representative trained all of the firm's employees on how to use the new equipment, including how to use the specific phones and their features.

The transition to Breezeline services was "easy and smooth," according to Lutz. "The technicians were attentive to our needs and worked around our schedules to prevent disruption to our workdays. Ultimately none of my fears of losing our phone number, lacking the right services or downtime happened. Everything works tremendously."



## RESULT

The final result of the implementation was a customized solution built specifically for Lutz & Petty's needs. A few months after implementing Breezeline's hosted voice and internet, the firm has been very happy with fewer dropped calls, improved customer service and decreased cost.

The greatest thing Lutz has experienced with Breezeline to date is peace of mind. "I feel like we have a very reliable system now and have had zero downtime since implementation," said Lutz. "As a business owner, I feel comfortable that when people want to get a hold of us, they are. And that's the whole point of our phone system."

## A RELIABLE PARTNER

Breezeline looks forward to continuing to be a partner to Lutz & Petty and growing with their businesses through new hosted voice services. When Lutz gave feedback on additional tools his business could use, such as transcribed voicemails, the team set to work on making that happen.

"The truth of the matter is that our needs weren't being met by a major national competitor, but Breezeline stepped in and more than did the job. We made the change and it's been working great. I'm glad we did it," said Lutz.

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Breezeline delivers advanced Video, Internet, Business WiFi and Voice services to small and medium businesses over a highly reliable, Fiber-rich, high capacity network. It also offers customized, scalable Metro Ethernet enterprise solutions, including dedicated Fiber with symmetrical speeds up to 10 Gbps, point-point and multipoint transport, and Hosted Voice solutions. Breezeline supports its business clients with 24/7 network monitoring and technical support, professional client care, and dedicated local account executives.

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