KEEPING THINGS COOL WITH ITS

7 Minute Read

As far as possible, without exception, Talitha Gilmore makes sure her customers never have to wait long for service, and for good reason. Talitha's business, Antrim Air LLC, is based in Chandler, Arizona, and serves the area's HVAC (heating, ventilation, and air-conditioning) needs. Talitha describes the business she owns with her husband, Antrim Air, as a small business employing 5 to 10 people, and competing in the highly saturated market of Chandler and its 250,000 residents and Phoenix, Arizona, where temperatures can rise to 110 degrees Fahrenheit for a good 30 to 40 days a year.

Her husband, Anthony, began his HVAC career and discovered his passion for helping people while in the Navy. He uses his 25 years of hands-on experience to assure the technical side of the business meets their strict expectations of quality, integrity, and honesty. Talitha handles the day-to-day operations of the company, including interacting with customers, and office management. "We're a Navy couple, of 24 years. We're grateful we've had the business for 10 years, and treat everyone like family. One of our technicians is a nephew, so it's really all family. We do run a tight ship, with a small team, and we are proudly veteran-owned." Grateful is a word that comes up a lot in a conversation with Talitha Gilmore.

INTELLIGENT TECHNICAL SOLUTIONS

Intelligent Technical Solutions' Technology Brings Results. FASTER.

70% of Antrim's business caters to the residential segment. In a breakdown situation, most of their customers would not have an alternative place to go when the air-conditioning breaks down. In the blistering heat of an Arizona summer, meeting a 24-hour turnaround time target means more than merely a set of metrics and measures for Antrim, it is also likely the only thing that matters to a customer. And speed spells the difference.

Antrim Air relies on a highly efficient team of young people, perfectly complemented by technology that allows them to cut through information lag to serve their customers faster. As its partner in IT deployment, Intelligent Technical Solutions (ITS) provides technology solutions to Antrim Air, helping to keep the team on the ball, and distractions at bay. At the core of this, all business information and data are stored centrally at a remote server, making key information accessible anytime through an internet connection. Customer unit service histories, and customer information, for example, are securely stored on the remote server providing centralized information for staff, easily accessible for quick decision-making.

ITS 3CX Keeps You in Touch With Your Customers at Reasonab l e Costs.

As keeping in constant touch with customers is key to delighting them, Antrim Air also supports its teams with ITS3CX is an enterprise-level telephone system, at a fraction of the cost of traditional wired telephones. For Talitha, this is a significant benefit. For example, using VoIP, Antrim is able to transfer a customer to a lead technician seamlessly, this makes for immediate results. For Antrim, IT is a strategic tool, essential in keeping the business ahead of the curve.

Enterprise-Leve l IT On-Demand.

Signing up for ITS Managed IT Services, allowed Antrim Air to act on scale: to be able to delight multiple customers through seamless service, across the broadest range of working hours in a day. To be available practically 24/7 for her customers, Talitha needs a partner able to provide support equally fully, and that is what she gets from ITS "On a scale of 1 to 5, I'd say the importance of IT is a 5. It has to be available, and they --- ITS--- make it available at all times, and I'm grateful." Working with ITS, Antrim deploys technology across a wide range of applications in their operations.

INTELLIGENT
TECHNICAL SOLUTIONS

> *"We're a very small business, so we outsource quite a bit. I'd say ITS is my number one outsource. It's like having my own IT department."*

But it wasn't always this easy. In the early days of the business, Talitha was personally handling IT internally. It would have continued that way, except that one day, they faced a situation of possibly losing all of Antrim's customer information and history to a back-up, as a result of having to restart their accounting software. "I was in panic mode. I was concerned about my files not being backed up, there was no cloud then. I was worried about backing up customer history, and financial data, and the security of the information," Talitha said, as she recalled the day she made the call to ITS.

Well-planned, Strategic Deployment of IT Solutions.

"I called Brian Kaminsky, we'd known each other from some business networking events before this. I gave him a call. At first, I was hesitant, you know, we were a small business then. You're keeping money close to the chest. But he immediately gained my trust, he proved he knew what he was talking about, I was sold immediately, especially at the level of expertise. He really earned my trust."

The first order of the day for Brian and his ITS team was to back up the data, and they did make quick work of it. Later on, they worked with Talitha on a plan to get her IT operations in order. Today, they provide every aspect of IT management for Antrim. With cloud-computing services, Antrim no longer needs to deal with wasted hours due to downtime, costly upgrades and Talitha has complete peace of mind, knowing that Antrim's and her customers' data is managed with the best security available. The benefits don't work only for the business and the customers: they benefit the employees, too. The ability to access information and software from any device --- desktop, laptop, tablet or mobile phone --- gives them the added flexibility they need to stay operational under any circumstances. "Nowadays, especially, with the current situation and people are working from home, it's really important to me that my people can work seamlessly from the comfort and safety of their homes," said Talitha. In the same way, cloud computing also allows Antrim's field personnel or technicians access to customer information stored on the cloud through tablets, which also have the service checklists installed in them.

To enjoy the full benefits of IT though, an organization needs to ensure that it stays in touch with advancing technology, a full-time job in itself. By having ITS handle Antrim's IT requirements, Talitha can focus on the real job number one: her customers. "They do everything for me. They'll come and do routine, scheduled software updates. They are like my IT department. They tell me when I need something done, like a new modem and router, or updated hardware. The biggest gain was getting us on the remote server, because it allows for so much more security.

"My customer information is safe, private."

The value added by ITS is not lost on Talitha. While she doesn't really give the actual amount her erstwhile IT issues would have cost her, she said, "I can't quantify it. I don't even want to think of what would have happened, if I had lost all of that information. The speed, and security of information (as a result of) the back-up, it is priceless. Yes, priceless, that's the word."

Quality. Integrity. Honesty.

Most business owners wax poetic about how important the customer is, or how the customer is the core of their business. Talitha Gilmore walks it, rather than talks it. A quick search on the internet about Antrim Air easily lands dozens of positive reviews from customers, giving insight into how well Antrim does their job: clearly, the focus is on providing quality service, and fast.

She applies the same standards to the partners she works with. ITS gives the same focus to providing quality service.

Keeping an open mind is one of ITS core values, and according to Talitha, she appreciates that ITS team listens to her, and acknowledges her concerns. This no doubt builds an environment of honesty and integrity as they work together.

INTELLIGENT TECHNICAL SOLUTIONS
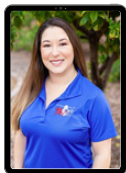
"What I like most about ITS is how we seem to share the same values. We both believe in loyalty to staff and customers. At Antrim, we treat one another as family, like the ITS family. I think we share the same values of integrity, honesty. I mean, we're human, understanding that sometimes maybe it will take two or three visits to completely do the job, but they'll bill for only the actual work done."
~Talitha Gilmore, Owner, Antrim Air, LLC

Above And Beyond Expectations.

"I love the fluidity of the relationship. They manage me. There may have been moments of frustration, but the situation or problem, is escalated to management immediately. I'm grateful for quick response. There is one person on the team, Michael Brown, he is just on the dot, he is so timely, he knows my systems better than I do, he knows my industry's specific software, and has made calls to helpdesks to really understand our needs. He just goes above and beyond. ITS just goes above and beyond each time." When Talitha and her team take on a client, they're in it for the long-haul. ITS is right there, supporting them.

Protect your business today with a free cybersecurity audit from ITS. Call 888.969.3636 to know how ITS can help you keep your network operating smoothly. www.itsasap.com