

# Case Study: Wade Smith Plumbing & Broadtec

## Transforming Field Service Operations with Cloud Communications

### Customer Profile

#### About Wade Smith Plumbing

Wade Smith Plumbing (WSP) is a progressive, full-service plumbing firm known for its 24/7 emergency response and commitment to customer satisfaction. A pioneer in adopting technology such as CCTV pipeline inspection and compliance reporting, WSP has built its reputation on reliability, accountability, and innovation.



**Industry:** Plumbing & Field Services



**Location:** Regional Victoria



**Key Differentiator:** Family-run business with 24/7 emergency service



**Size:** 39 Staff, 29 Vehicles, Handle between 9000 - 10,000 callouts/jobs a year and have approx. 6000 Clients on the books

## The Challenge



For a business that promises to be available at any hour, failing to answer a call was never an option. Yet WSP's ageing Alcatel phone system, running over copper NBN, was letting them down. Calls regularly dropped out, and if a customer's number was lost, there was no way to follow up.

Behind the scenes, the business manager, Lucy, also struggled with limited visibility: no call reporting, no analytics, and time-consuming manual processes for scheduling and invoicing. The technology gap was creating stress for staff and eroding efficiency.

For Wade, the stakes were higher than lost productivity:

*"We built our business on responsiveness, but the technology wasn't keeping up. Missed calls meant missed opportunities — and disappointed customers."*

– Wade Smith, Managing Director

In a regional community where word-of-mouth drives loyalty, every dropped call didn't just risk lost revenue - it risked reputational damage to the trust they had built over years.

# The Solution

Broadtec, NEC's trusted channel partner, worked closely with WSP to design a solution that would secure their customer promise and modernise operations.

The project delivered:



## **Fibre internet**

upgrade to ensure crystal-clear call quality.



## **NEC UNIVERGE BLUE CONNECT**

a secure, all-in-one cloud UC platform with auto-attendants, analytics, and flexible call routing.



## **Mobile-first functionality**

on-call plumbers could now see caller IDs, receive voicemail-to-email transcripts, and follow up instantly.



## **Tailored licensing mix (Pro and Essentials)**

to keep costs aligned with staff needs. With Pro licenses giving access to Advanced Call Routing features, such as Agent Log In and Log Out, Call Queuing, Smart Greetings, Graphical Reports and Supervisor Functions.



## **Seamless rollout**

Broadtec scheduled the cutover after hours and trained staff in advance, ensuring confidence from day one.



**BROADTEC  
GROUP**



*"Broadtec guided us through every step. Their support made the change simple, and their training meant the team was comfortable using the system straight away."*

- Lucy, Business Manager

# The Results

*"Since moving to UNIVERGE BLUE, our communication has become seamless. We're more flexible, more reliable, and more responsive to customers — it's made us better at what we do."*

– Wade Smith, Managing Director

The shift to NEC UNIVERGE BLUE was transformative — protecting WSP's hard-earned reputation while delivering measurable business improvements.

- **Reputation safeguarded:** No more lost calls. Every customer reaches the right person, reinforcing WSP's promise of responsiveness and protecting their standing in the community.
- **Zero missed opportunities:** Caller IDs and voicemail transcripts ensure every enquiry is followed up, even after hours.
- **Smarter operations:** Automated transcripts reduce invoicing time and errors, while call analytics provide visibility over volumes, wait times, and team performance.
- **Professional presence:** Auto-attendants and modern call routing give customers a seamless, big-business experience.
- **Lower Total Cost of Ownership:** By moving from an ageing PBX to UNIVERGE BLUE's subscription model, WSP avoided the need for costly hardware refreshes. Costs are now predictable, tied to actual staff usage, and scalable as the business grows.

Customers noticed the improvement immediately. Long-standing clients praised how much easier it was to reach the right person without leaving multiple messages.



## Looking Ahead

With NEC and Broadtec, WSP now has a cloud communications system that scales with them, protects their reputation, and supports their 24/7 service model. As Wade Plumbing continues to grow, so too does the NEC solution. With upcoming AI features like intelligent AI Agents and ERP integration, UNIVERGE BLUE is designed to scale and evolve with your business. This ensures you're not just solving today's challenges but also preparing for tomorrow's opportunities by future-proofing your investment in technology. For Wade and Lucy, it's more than a technology upgrade - it's peace of mind that their business is future-proofed.

Contact us to book a live demo