

La Ward Telephone Case Study

Introduction

Established in 1940, the La Ward Telephone Exchange, Inc. in La Ward, Texas has been serving its customers in the La Ward, Lolita and Port Alto areas for over 50 years, handling all of their customers' telecommunications needs ranging from dial tone access lines and business key systems to data communications. The company's goal is to provide the latest telecommunications technology to its customers while also playing an active role in their community. B.J. Bures, a senior technician at La Ward Telephone Exchange, reviewed just why they selected BEC Technologies as their CPE vendor of choice and the benefits they have seen along the way for their broadband networking needs.

Obstacles Overcome

Seeking to gain performance increases in their existing network, La Ward opted to trial the BEC 7402GTM 4-port wireless modem. At the time, La Ward was experiencing an issue related to the DNS (Domain Name System) as it relates to their IP addresses. "We had several incidences with the previous modems not assigning DNS information to NIC and consequentially, we had to configure the subscriber's network settings in order to make it work," explained Bures. "When we switched to BEC, the problem went away as we did not have a single incident with the BEC modems. This allowed us to focus on other concerns and cut our service calls down significantly." La Ward has noted a 33% decrease in customer service calls since the BEC modems were integrated into their network.



As it relates to overall performance, La Ward saw an increase in download speeds as well. "We were able to see a 66% increase in on-line training and stability by switching the BEC modems," said Bures. "We were extremely impressed overall by its performance capabilities. The modem just plain did what it was supposed to do."

In Summary

Bures was impressed with how BEC treated him and his organization. "It was nice to see that BEC took a personal interest in us. We are not the largest company in size, but BEC made us feel important," said Bures. "It is nice to get that personal service regardless of how much you buy." Aaron Smith, Account Manager for BEC's southern region had this to say about La Ward Telephone, "La Ward Telephone takes pride in delivering quality products and services to their subscribers. BEC plans to provide the broadband networking equipment that allows them to grow and succeed for years to come."



La Ward Telephone Central Office