

Sunrise Solutions Customer Highlight: IMPAQ International

When Sharon and Jake Benus decided to form their own research company in 2001, the couple set up shop in the basement of their home. A year later, IMPAQ International landed its first major contract, with the U.S. Department of Labor, and that meant rapid growth.

The contract required quick implementation, so the first thing the husband and wife team did was hire two employees. “We didn’t think that people would want to work in our basement,” Sharon says, so in a two-month period in 2002, IMPAQ found office space in Columbia, set up payroll and accounting systems, bought furniture and computers, and installed a telephone system.

Because of the tight deadlines involved with their Labor Department contract, Sharon says, “it was important that the vendors we picked were responsive, reliable, and relatively inexpensive.”

She and her husband found Sunrise Solutions through a referral and have relied on Sunrise for their telephone needs ever since -- and those needs have increased significantly. Since 2002, IMPAQ has expanded from four employees to 135 full-time and part-time staff, many of whom work in a 50-station call center that generates hundreds of thousands of calls a year.

IMPAQ conducts research projects and evaluates programs for the U.S. government, foreign governments and international organizations such as the World Bank. A reliable phone system with advanced functionality is “absolutely critical” to the company’s success, Sharon says.

At the most basic level, she explains, “if something went wrong in the call center, we would have 50 people who couldn’t work.”

On a more sophisticated level, IMPAQ’s call center stations require the kind of specialized functionality that typical office phone systems do not require, including CATI -- Computer Assisted Telephone Interviewing -- which uses software to customize phone surveys based on responses.

In 2006, when IMPAQ landed another major contract that required a second move to bigger offices in Columbia, the company faced the challenge of integrating its state of the art Nortel phone system with a subcontractor’s older, less compatible system. Because the subcontractor was a large multinational firm that had no intention of changing its phone system to accommodate IMPAQ, Sunrise had to find a way to integrate the two systems “so they could talk to each other,” Sharon says.

“Our telephone issues were fairly complex,” she adds, but Sunrise rose to every challenge.

Sunrise founder Dave Wooster and his team “are just very solid,” Sharon says. “They have always come through and really gone above and beyond what you would expect. I can’t tell you the number of times I have called up and said, ‘We have to do X and we have to do it in a week.’ And Dave has always been reasonable on price,” Sharon adds. “You can always expect a fair deal with Sunrise.”

Whatever IMPAQ’s telephone needs are as the company continues to grow, Sharon knows she will be able to count on Sunrise Solutions. “It’s a pleasure working with Sunrise,” she says. “They are really great guys, and I can’t say that happens with everybody we deal with.”

For more information about how Sunrise Solutions can meet your telephone needs, call 1-877-226-0164 or 410-573-0555, or visit www.getsomesun.net. For more information about IMPAQ International, visit the company’s website at www.impaqint.com.