

Aire Care Mechanical Gains Reliable Communications and Real Local Support With Nored Telcom



Executive Summary

Aire Care Mechanical was in need of a communications setup that could keep up with their growing service business. Their previous provider, an unnamed global communications service, left them dealing with slow support, generic troubleshooting that didn't fit their issues, and call routing problems that created friction for a company that prides itself on quick response times.

Nored Telcom stepped in and provided a local, highly responsive approach that Aire Care was looking for. Nored Telcom delivered a cloud-hosted phone system, and a smooth transition with only about eight minutes of noticeable downtime. Over time, the relationship has expanded beyond phones into internet, structured cabling, and fiber coordination.

Introduction

Aire Care Mechanical is a residential and commercial HVAC business that depends on reliable communication every day. From handling inbound calls to managing dispatch and after-hours support, their phone system plays a critical role in both customer experience and daily operations. As the company grew, they needed more than just a vendor—they needed a responsive partner with flexible tools and ongoing support.

That's where Nored Telcom fit perfectly. Known for practical communication solutions, local support, and tailored service for East Tennessee businesses, Nored Telcom offers hosted voice, cloud communications, internet, structured cabling, and network support—making them an ideal partner for a growing service company seeking reliability with fewer headaches.

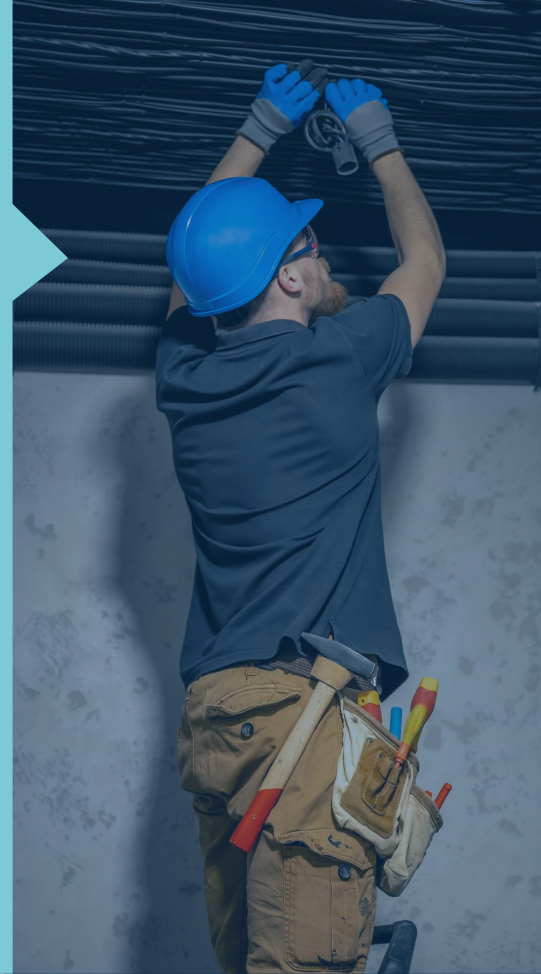
The Challenge

Before moving to Nored Telcom, Aire Care Mechanical was stuck in a setup that created plenty of frustration with little support. Their biggest issues included:

- ✓ Slow, impersonal support
- ✓ No direct local contact
- ✓ Ineffective portal- and email-based troubleshooting
- ✓ Generic fixes for complex issues
- ✓ Call routing problems and dropped calls as the business grew
- ✓ Time wasted chasing support

For a service business, that kind of support model is a major problem. When phones are unreliable or support is slow, it's more than an IT metric. It affects dispatch, missed sales opportunities, after-hours coverage, and the entire customer experience.

Aire Care Mechanical needed a provider that could improve communication reliability and offer real help from someone local who could actually solve issues once and for all.



The Solution

Nored Telcom came in as a local communications partner instead of a phone vendor. The solution included:

- ✓ Cloud-hosted phone system
- ✓ Mobile app for remote call handling
- ✓ Improved call routing
- ✓ Weekend cutover with call forwarding
- ✓ Easy scaling for phones and lines
- ✓ Internet service for new location
- ✓ Structured cabling and fiber coordination

The mobile app was a major upgrade, allowing staff to take office calls on their smartphones without exposing personal numbers. It improved after-hours coverage and made call handling easier for dispatch without manual workarounds.

Implementation was smooth, with a weekend transition, temporary call forwarding, and only about eight minutes of downtime—critical for a business that needs to stay reachable.

As Aire Care Mechanical grew, Nored Telcom supported new office expansion, adding phones, lines, internet, and coordinating cabling and fiber—eliminating the hassle of managing multiple vendors with one reliable partner.



Results

After switching to Nored Telcom, Aire Care Mechanical saw meaningful operational improvements.

1 Better local support

The top reason for the switch was the need for superior customer support. Instead of getting stuck in a generic support loop, the team had direct local contacts who could respond quickly and resolve issues with real accountability. That boots-on-the-ground support stood out right away.

2 Minimal transition downtime

The move to Nored Telcom was completed with only about eight minutes of noticeable interruption. Temporary forwarding helped maintain business continuity during cutover, which kept disruption to a

3 Improved call routing and fewer missed calls

As Aire Care Mechanical grew, call routing had become a pain point with their previous provider. Nored Telcom's system improved routing reliability, reduced dropped or misdirected calls, and helped make sure calls reached the right people.

4 Stronger after-hours responsiveness

With the mobile app in place, staff could answer and manage office calls remotely without giving out personal numbers.

That improved after-hours service and made it easier for dispatchers to stay responsive on weekends.

5 Simpler vendor management

By expanding into internet and cabling, Nored Telcom simplified vendor management—eliminating the need for multiple providers and reducing complexity.

6 A partnership built to grow

What started with phone service grew into a broader relationship that included internet, structured cabling, and fiber coordination. Managing the growth showed Nored Telcom's ability to scale with a service business instead of forcing a one-size-fits-all setup from day one.

Future Plans

Aire Care Mechanical's relationship with Nored Telcom continues to grow stronger. That points to a larger story: Nored is there for the long haul. We're positioned to support you now and your next phase.

A Better Way Forward

From cloud phone systems to internet and infrastructure support, Nored Telcom helps East Tennessee businesses stay responsive, reduce downtime, and grow without added complexity.

REACH OUT TO NORED TELCOM TO SEE
WHAT A REAL LOCAL PARTNER LOOKS LIKE

