



VERSATURE CASE STUDY

BATL GLOBAL CORP.

AXE-THROWING LEAGUE GOES NATIONAL, SCALING OPERATIONS QUICKLY WITH VOIP

COMPANY

The Backyard Axe Throwing League (BATL) was founded in 2006 as a personal passion which quickly spread throughout the neighbourhoods of Toronto. Today, thousands of people have experienced the thrill of throwing axes at one of BATL's many locations across Canada.

GOAL

Implement a professional, unified telecommunications system that could scale quickly to support multiple locations across Canada.

SITUATION

BATL was growing at an unprecedented speed, expanding from a single location in the Greater Toronto Area operating on a cellphone to a booming business with multiple locations opening nationwide. The business needed to scale operations quickly to keep up with growing demand and offer customers a professional and centralized point of contact.

SOLUTION & RESULTS

In order to keep with the steady influx of inbound callers, BATL knew they needed to enhance their operations to include a business-grade phone system.

Since implementing Versature business VoIP at their original Toronto location and all subsequent venues, BATL has been able to keep ahead of the call volume curve. The team is able to successfully manage the influx of new callers by monitoring call activity within Sonar, Versature's client portal, and by implementing features such as Find Me, Follow Me to ensure representatives are always available to take calls.

Versature's Canadian technical support team, competitive cost structure, and dynamic system configurability have come as added bonuses to the team at BATL who continue to press forward in the Canadian sports and recreation industry.

LOCATION

Toronto, Ontario (HQ)

INDUSTRY

Sports & Recreation

CLIENT BASE

Individual and corporate clients located nation-wide

CALLING RANGE

Canada-wide

WHY VERSATURE?

Find Me Follow Me, Auto Attendant, Voicemail to Email, SONAR Client Portal



“

Versature has allowed us to ramp up our operations quickly and easily. Adding a new location to our setup has been as simple as a quick phone call. Their Customer Support Team has been fantastic and the system configurability via SONAR lets us manage our call settings on the go.

”

BRIAN SIMMONS
COO
BATL GLOBAL CORP.



VERSATURE

Business phone service. Evolved.

**CONTACT US TODAY FOR A COMPLIMENTARY QUOTE
AT 1-877-498-3772 OR WWW.VERSATURE.COM**