

VIP treatment

BellSouth enables business customer triple digit growth with enterprise VoIP solution



Hamid Andalib, founder and CEO of VIPGift, is a satisfied customer thanks to BellSouth's enterprise VoIP solution. Andalib uses BellSouth business services for 100 percent of his company's telecommunications needs.

How does an entrepreneurial idea go from dream to reality? The answer is a CEO's unique partnership with BellSouth. To really understand the success story behind VIPGift, you have to know a little more about the man behind the dream.

Hamid Andalib, an Iranian immigrant, is founder and CEO of VIPGift. He fled his country at the start of the Iranian Revolution in 1978, at age 17, to pursue the American dream. Andalib wasted no time embracing the opportunities this country has to offer. Today, the business he started more than six years ago, VIPGift, is experiencing triple digit growth.

VIPGift, based in Chattanooga, Tenn., provides a revolutionary solution for corporate rewards programs. Traditional corporate "gift card" options usually are limited to a single reward segment such as movie tickets, spa treatments or groceries. VIPGift's rewards process is unique because with one card, recipients have instant access to literally millions of redemption options online or through an automated process over the phone.

When Andalib started the company, he engaged BellSouth because he wanted more than just a "vendor relationship" with his communications service provider; he wanted a solid business partnership with a communications company that could design and anticipate the needs of his rapidly-growing business.

BellSouth has been there for VIPGift since its inception and today is helping the company realize its goal of one day becoming a billion-dollar enterprise with the recent installation of a Voice over Internet Protocol (VoIP) solution from BellSouth.

Why VoIP is a good solution for VIPGift

Supporting VIPGift's rapid growth required a voice and data solution that would allow the company to expand its communications needs with great speed and flexibility. With one system supporting both voice and data, VIPGift can manage traffic efficiently from headquarters to all its remote locations. BellSouth's enterprise VoIP solution is a great fit for VIPGift, a Web-based business that drives sales and customer service with telecommunications.

"With this system in place, we are better equipped to handle continued triple digit annual volume increases as we expand our customer base in the U.S. and overseas," said Andalib.

In addition to VoIP, VIPGift uses BellSouth business services to provide 100 percent of its telecommunications needs, including local and long distance voice; dedicated Internet access; point-to-point, frame relay and DSL data services; on-demand conferencing services and Cingular® wireless solutions. VIPGift even uses BellSouth® Long Distance pre-paid calling cards as one of its redemption options for its gift card solutions.

By having BellSouth as a single point of contact for all his voice, data, Internet and network needs, Andalib can focus on growing his company, serving his customers and making his dream a reality.