



CASE STUDY:

# JOBSINTHEUS.COM



## At a Glance:

### Situation:

- Needed to deploy new communications infrastructure for a nationwide small business in two weeks
- Required a seamless transition from their legacy voice system that would be transparent to users
- Wanted big business capabilities on a small business budget

### Solution:

- Mitel MiCloud Connect
- Mitel MiCloud Connect 6940 IP phones

### Results:

- Deployed new communications platform in less than two weeks despite the challenges of COVID-19
- Reduced communications costs by 15% while dramatically improving voice quality

## Summary

JobsInTheUS.com understands the importance of finding the right people for the job, so when the time came to choose a new communications platform for their nationwide business, they chose Mitel. Even in the midst of the pandemic, Mitel was able to deploy a new MiCloud Connect platform for their remote workforce in less than two weeks, giving JobsInTheUS.com an enterprise-class solution that saved them money and improved voice quality.



## About JobsInTheUS.com

JobsInTheUS.com is in the business of connecting job seekers with businesses around the country. Founded in 1999 in Maine, the company operates a network of 50 state-specific jobs boards that do exactly what they say: JobsInME.com, for example, advertises available jobs in Maine. Despite the challenges presented by the pandemic, JobsInTheUS.com remains committed to helping job seekers find the right opportunities, right from their mobile device or computer.

### The Challenge

In 2016, Saïd Eastman had found the perfect job—finding jobs for other people—as the CEO of JobsInTheUS.com, a nationwide employment website. Under digital properties such as JobsInME.com and JobsInNH.com, the company had developed a strong local presence in all 50 states. In December 2020, Eastman purchased the business assets of JobsInTheUS.com and continues to run the company as its CEO. But there was one significant hurdle to clear first: Eastman would have to rebuild the company’s IT and business infrastructure from the ground up...in two weeks.

The company’s entire business communications infrastructure needed to be up and operational over the Christmas holiday break to hit the new year running. “We always used a mix of email and voice communications in our business,” Eastman notes, “but through voice is how we really build relationships.” Pleased with the Mitel Sky system that the company had used under its previous ownership, Eastman approached Mitel to see what they could do. Based on the fact that JobsInTheUS.com now had a completely remote workforce due to the pandemic, Mitel recommended their MiCloud Connect voice platform with a mix of Mitel 6940 IP phones and softphones.

### The Solution

Mitel had two weeks to migrate everything from the old system to the new MiCloud Connect platform. While timing was critical, for Eastman, the most important criteria for success was an invisible, seamless transition to the new system. But he and his team did notice a difference, almost immediately. “The voice quality of the calls was much better once we switched to MiCloud Connect,” he says. “It was a huge relief not to have to

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**Saïd Eastman, CEO, JobsInTheUS.com**

deal with garbled voices when we already had so many challenges because of the pandemic.”

The new Mitel solution allows JobsInTheUS.com to switch seamlessly between softphones and desk phones. It’s an important distinction in a remote work environment where not every employee wants to run phone cables through their home. As for Eastman, he’s found the perfect combination of mobility and desk phone features in his 6940 IP Phone with MobileLink. “I don’t like to be tethered to a desk,” he says, “but I love the ability to search for employee numbers by name right from my phone’s touchscreen.”

Overall, Eastman gives the entire Mitel solutions team high marks on the migration. “As a small company, we can’t be experts at everything,” he says. “Mitel provided the expertise we needed and made the whole process very easy. From an implementation standpoint, I’d rate Mitel a 10 out of 10.”

## The Results

Although trying to grow a small business in the midst of a pandemic has been a challenge, Eastman feels very strong about the future. Companies are hiring again as they learn to navigate a post-pandemic market with a reluctant labor force, and JobsInTheUS.com is already looking to extend their call center capabilities. Eastman sees the expansion as a perfect opportunity to test out new MiCloud Connect features like call auditing. "For the first time," he explains, "we can go into the system and see how our team is doing, how much time they're spending on a call, etc. Those insights are really important in helping us improve."

Overseeing JobsInTheUS.com both as part of a national media company and, today, as a small remote workforce, Eastman sees the company as being on a continuous journey—perhaps not a surprising perspective for someone whose own personal journey led him from being an employee at the company to becoming the owner. "A small business wants to feel like they're getting the same technology as a big company, not a watered-down version of it," Eastman says. With MiCloud Connect, JobsInTheUS.com not only got a better enterprise-class voice platform but was able to get that quality at fifteen percent less than they were paying before.

These days, things are only looking up for JobsInTheUS.com. Transaction volumes are nearly back to their pre-pandemic highs, and the company has plans to add more salespeople in the U.S. After rebuilding their business infrastructure from the ground up, who knows what new heights the company will reach? Whatever the future holds, Eastman knows his business is ready for success: "I would definitely recommend Mitel to any small business like us that needs a great telephony system right now, and that they can grow into as they scale."

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**Said Eastman, CEO, JobsInTheUS.com**



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