



CASE STUDY

Providing Custom Design, Efficiency and Strong Customer Service at a Reasonable Price

OVERVIEW

The “Ho Brothers” are second generation jewelers that come from a large family of well respected jewelers originating from Hong Kong. In the 1980’s, much of the Ho Family settled in Chicago setting up their own independent trade shops on Jewelers Row. Well known family shops included Howard Ho Jewelers, Heng Diamond Setters, and Tommy Ho Jewelers. From these family shops, the Ho Brothers were able to learn all technical facets of the jewelry trade. As children, both brothers spent their free time between homework and apprenticing with family members learning the art of traditional jewelry making. After years of apprenticing traditional techniques, the brothers began exploring CAD design and 3D printing. As the youngest and most technology proficient members of the family, the initial intention was to service members of the family trade. After several outside jewelry companies requested their CAD and model making services, they recognized the opportunity to scale custom manufacturing services to retail jewelers.

CHALLENGE

In the spring of 2022, Ho Brothers contacted RAM Communications for help in improving their telecommunications services. Nothing was necessarily wrong with their current phone system . Management simply wanted to ensure they could get the best communications system with better support to compliment their new office in Chicago. It was important their system could be supported by a local vendor who could respond quickly, both in person and via remote support.

RAM’s team answered that call and worked to fulfill those requests. As always, RAM spent considerable time and effort researching suitable solutions. The research included technology, regulatory and price analysis. The technical needs included hosted desk phones and an integrated voicemail system. Simply put, voicemail-to-email transcription was highly desired for local and remote users so they could stay connected to customers anywhere and at anytime.

Hands-on installation was also necessary since management were consumed by the myriad tasks of moving the company into a new office space. The owners didn’t have time to ‘babysit’ a phone system installation. Rob and his staff handled all the details from design, order delivery, installation and testing.

SOLUTIONS

Another responsibility also fell on the RAM Team. Given the nature of the business, Ho Brothers needed to ensure their inventory and office staff were safe and secure. So, it fell on RAM's shoulders to order, install and test a custom door-entry system. The entry system was connected to the new phones and video surveillance systems via a door-entry button complete with a video camera.

In the end, RAM was able to deliver a new system on time and on budget for the client. Since the initial installation, RAM Support has taken care of all of Ho Brothers technical, billing and training requests. Like Ho Brothers, RAM strives to ensure the client gets the attention and quality they deserve.

Overall benefits:

- **15% savings on updated service plans vs. old phone carriers**
- **white-glove design, installation, testing and end user training from one source**
- **new tools help staffers communicate in more impactful ways (unified voicemail)**
- **periodic invoice reviews to ensure accurate billing and credits**
- **online system access saves time resolving support issues and programming updates**
- **updated phone system provide the best of old technologies with new-world reliability**

RESULTS

Ho Brother's Unified Communications System



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"RAM communications is the best communications vendor for anyone who is looking for a VOIP service partner instead of the typical "provider". From the moment we contacted Rob, he was able to give us his full attention and provided a solution to our rather complicated and time sensitive situation. We were in the midst of a new office build out that required him to scope the whole project and give feedback on how to run the low voltage wiring across our blueprints. He was able to consult us and give us great feedback that helped us feel comfortable working with someone who was on our side. His team came up with a great solution to our needs which was a special system that allowed for buzzer door access and works seamlessly with our VOIP system. They also gave us great tools to help us communicate remotely as we continue to expand our remote team. Thank you Rob & Scott at RAM communications!"

Allan Ho, President, Ho Brothers, Inc.