



case study



World of Good Partners with a Like-Minded Company, Lowers Operational Costs while Improving Customer Service

World of Good

World of Good is a convenient, trusted place for consumers to shop for thousands of products that positively impact people and the planet. Through their network of retail, wholesale, and online partners, they connect artisans in developing communities around the world with mainstream retail markets, empowering consumers to use their purchasing power as a force for good, every time they shop.

Employing a new, hybrid business model: When World of Good was founded in 2004, they made the strategic decision to create two entities; a for-profit business and an openly funded nonprofit organization, each operating independently with separate staff and leadership, and pursuing its own unique mission. They housed their business activities, which rely on market scale and capitalization, in a for-profit corporation that could quickly grow to meet consumer demand and utilize the inherent power and resources of market-based models.

Their work to advocate for, and pioneer industry-wide improvements to the conditions of the global working poor exists in a separate 501(c)3 organization - WorldofGood.org, which ensures that these activities are always held in the public interest.

The Challenge

Provide a comprehensive, single source for World of Good’s corporate headquarters in Berkeley, CA - lower operational overhead and costs – all under one bill, with one number to contact for questions and support. Bottom Line: Save money, improve World of Good’s communications infrastructure and align one more element of their supply chain with a socially and environmentally responsible company.

World of Good has been changing the world since 2004 and most recently completing a groundbreaking partnership with eBay – so their need to have in place a true partner for their communications

"I am thrilled to work with BetterWorld Telecom. What a refreshing change from the phone companies I have worked with in the past. BetterWorld Telecom is very customer service oriented, immediately responsive to requests, and is competitive on pricing."

"I feel good knowing that our telecom dollars are going to a company that is carbon neutral and doing their part to help the environment."

BARBARA CRAWFORD
IT Administrator
World of Good
Berkeley, CA



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case study

highlights

Customer Challenge

- High growth, complex organization with large partnerships and wide-ranging stakeholder base - exceptional need for mission critical, reliable communications across the enterprise.
- Multi location footprint
- Single necktie approach unifying multiple services under one umbrella
- Accomplish all of this while containing and even reducing costs

BetterWorld Telecom's Solution

- Headquarters Location: Reduce costs by at least 20% over previous provider, while delivering a solution including BetterWorld a dedicated PRI local facility, POTS lines, calling features, as well as long distance/toll free 800 services.
- Across the entire organization, minimize monthly and setup costs, deliver a high quality solution, one bill, one call for support.

About BetterWorld Telecom

In the \$900B US telecom market, BetterWorld Telecom, LLC is the only nationwide, full-service voice and data telecommunications carrier focused on serving businesses and organizations that support social justice and sustainability. BetterWorld provides business-grade telecommunication solutions to thousands of customers in 40 states, comprised of local, long distance, toll free, conferencing, Internet access, VoIP, Virtual PBX and unified communications products. BetterWorld is the only certified carbon neutral carrier in North America and offers on average 28% savings off the competition, a 100% service guarantee, while donating 3% of revenues to causes that benefit children, education, environment, and fair trade.

is greater than ever. As with any business in today's tough environment, cost is important but the solution must be rock solid and backed by a support team that is ready when changes are required or problems occur.

As the person responsible for World of Good's voice and data infrastructure, Barbara Crawford knows this all too well. With all of World of Good's key personnel housed in Berkeley, and literally thousands of stakeholders across the globe, Barbara called on BetterWorld to help satisfy their need for a reliable and cost-effective solution. As the leading telecom carrier in the U.S. solely serving organizations with social and environmental missions such as Ten Thousand Villages, TransFair and the Ella Baker Center, Barbara quickly recognized the fit with BetterWorld.

The Solution

BetterWorld Telecom Enterprise Solutions: Multiple products, nationwide coverage, technology agnostic – One Bill, One Call Support

After an audit and with World of Good's requirements in hand, the BetterWorld team went to the drawing board: our goal was to look for immediate cost savings while bringing all voice services under one umbrella and we accomplished that by replacing many of their services at the World of Good HQ in Berkeley, CA, including:

- Dedicated Local PRI
- Switched lines and calling features
- Local calling
- Long Distance
- Toll Free / 800

The Results

Supply Chain Mission Alignment, Cost Savings and Unified Sourcing for Voice Communications

After deploying BetterWorld's solution, World of Good reduced its monthly voice and data communications costs by over 20% at its main location and began moving the organization towards a more streamlined and common infrastructure with minimal capital expense and competitive monthly costs – all while knowing that a portion of its monthly communications payments were going towards causes that support children, education, the environment and fair trade.

For more information, visit
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