

Success Stories



G&J Consulting Services Success Story



[RingCentral](#) spoke with **Juanita Johnson, co-founder of NYC-based G & J Consulting Services**, a firm specializing in copywriting services and marketing consulting.

What does your company do?

JJ: We provide copywriting services, marketing consulting, and business strategies. We also hold marketing workshops and seminars. It's fun for us to help break down what a company does, help shape it, provide a look, get people interested in what it's offering, and watch it grow.

Why RingCentral?

JJ: Our clientele was expanding rapidly, which is why we contacted [RingCentral](#). We needed a communication system to keep us in constant contact with our clients, and give us a more professional image.

How do you use the service?



JJ: We have offices in New York and New Jersey but we're on the road about one half of every month, so it's very important for us to [set up a professional image](#). Calls to our main number are simultaneously [forwarded](#) to my landlines and cell phones as well as to my business partner, Georgia Woodbine. If she's out and unable to answer the phone, I'll take the call and vice versa. We used to give out our private numbers, but no longer wanted to do that.

So RingCentral lets you create a portable office, in a way.



JJ: Yes. It's been so wonderful because I'm so often on the road. I'm on the road right now. It's great to be able to [track who's calling](#). If a caller doesn't leave a message we can see who called by checking the [Call Logs](#), and then follow up.

What's the greatest benefit?

The real benefit to our business is callers' impressions that they're reaching us in our offices at all times, when we may actually be in the car. RingCentral helps us with being professional while we're mobile.

When you're on the road, which RingCentral feature do you appreciate most?



JJ: Oh my God, I really love that [Fax from the Web](#) feature! It has been phenomenal and I'm so glad you have it. Because of our traveling, it's great that I can fax out from any office or from wherever I am. And my partner loves the fact that she can type a fax and send it on-the-spot.

Has RingCentral had an impact on your bottom line?



JJ: It's been wonderful for us to get to the calls we need while traveling. As a result, our business has been increasing. Again, it's the ability to "connect" with our clients as much as possible. Before RingCentral, we were just using our cell phones. And by the way, my partner loves the RingCentral [Call Controller](#). Every time she sees it, she says, "I love this thing!"

Who are your clients?

JJ: Small businesses, start-up companies, and large corporations across several industries. We've been in business for five years, and have a background in marketing, promotions and advertising within the entertainment, publishing, and media sectors. Our clients include authors, writers, singers, tech companies, record labels, churches, designers, consultants, magazines, real estate, and more.

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