



Thanks to AT&T, elevator safety is going up at MyLinkLine®

Business needs

Improved elevator safety

Networking solution

AT&T Internet of Things (IoT) technology connects MyLinkLine® devices to ensure secure, reliable communications.

Business value

Helped improve safety and performance, lower costs

Industry focus

Emergency communications

Size

10,000+ lines

About MyLinkLine® Communications

MyLinkLine is a top provider of elevator cellular phone lines, and the only company in the industry with a team focused on handling both new and existing equipment installations. Its innovative technology eliminates the need for dedicated phone landlines and can save customers more than 35 percent annually on phone line fees.

The situation

Customer peace of mind is a priority for MyLinkLine. The growing company needed reliable connectivity to ensure that elevator passengers could summon assistance quickly and easily.

Solution

AT&T Global SIMs automatically provide connectivity to MyLinkLine technology, providing dependable end-to-end connectivity for its elevator safety innovations. The AT&T Control Center gives MyLinkLine the ability to deploy and manage its devices with advanced diagnostic tools and smart process automation.

Pioneer in its field

MyLinkLine Communications became a leading provider of elevator cellular phone lines thanks to innovative technology and superior service. The company's cellular device is quick and easy to install and interfaces well with existing emergency equipment. For additional dependability, all units include a battery backup.

Entrepreneur David Porter started the company in the early days of cellular communications. Over the years, Porter's daughters and son-in-law joined his company. Sarah Dahl works in accounting, Emily Slonaker is the inside sales manager, and Emily's husband Tony Slonaker is the general manager. Porter continues to serve as CEO but now acts mainly in an advisory role.

"We're a family-owned and-operated company," Tony Slonaker said. "Since our family runs the business, we make it a priority to treat our customers as family, and anyone we bring onto the team, like AT&T, becomes a part of the family."

Rapid response in emergencies

Porter cultivated customers with elevators, swimming pools, parking garages, campuses, and even private residences that require emergency communications solutions. "We don't have a landline at home, and our smallest daughter doesn't have a cell phone yet," Tony Slonaker said. "So, we installed one of our devices in our home to allow her to make outgoing calls."

MyLinkLine offers 24/7 monitoring to answer emergency calls. Its staff has extensive technical and interpersonal training to assist in emergency and non-emergency situations. "Our agents know the building location and which elevator someone is calling from. Even if the caller is near an area of refuge or a pool, we know exactly where to send help," he said.

The call center agents understand that being in a stalled elevator can be frightening, Emily Slonaker said. "It is absolutely essential that these people are able to connect with help when they push that button to make an emergency call."

Dependable connectivity

MyLinkLine Communications chose AT&T Global SIM cards to deliver worldwide, end-to-end connectivity for its emergency communications devices. Company officials appreciate the dependability of the solution.

The goal is for every person who makes an emergency call to get the assistance they need.

"We're really proud to be able to use the AT&T network and offer our customers that reliability," Emily Slonaker said.

She also appreciates the ability to manage the company's devices easily. The experience is vastly different from her father's experience years ago with other cellular providers. "It was difficult for him to manage his lines on other networks. He found their portals, their web interfaces to be difficult to manage. It was hard to see his lines and the usage on each line. He would have to email the providers, and it would take sometimes days just to get answers about simple things on his account," she said.

MyLinkLine has eliminated those difficulties thanks to the AT&T Control Center, AT&T's premier SIM management portal that makes it a simple matter to deploy, manage, and monetize its devices.

"The AT&T Control Center is another thing that has impressed us. Now it's a simple matter to view the usage of each line," she said. In addition, AT&T helped the company quickly identify any inappropriate use of the phones. "That's something that has helped AT&T really stand out. It's been a breath of fresh air for us."

"The AT&T Control Center is another thing that has impressed us. Now it's a simple matter to view the usage of each line."

Emily Slonaker
Inside Sales Manager,
MyLinkLine Communications

Responsive support, cost-effective solutions

Tony Slonaker said he relies on the expertise of the AT&T team. "The AT&T solutions engineers have brought an ease to our business, so we can feel confident moving forward and launching these cellular devices nationwide," he said. "And the cost with AT&T is phenomenal; it allows us to be competitive in the market and strategically go after large accounts to allow our business to grow. I just have unlimited praise for AT&T."

He said MyLinkLine benefits from what its AT&T team brings to the table. “I’ve been really impressed by their knowledge. It’s a 10 out of 10, all through the device certification.” The team’s honesty is also important to him. “If they don’t know something, they tell me, and then they find someone who knows.”

The systems engineers have been helpful in resolving issues. “We had some issues when we first launched, but the engineers worked with us and we had an answer the same day,” he said.

Emily Slonaker appreciates the dedicated customer service. “One of the biggest benefits of working with AT&T is the responsiveness of the team that supports us. When it comes to our life safety lines, sometimes minutes count, and we can rely on our team to get us answers and responses to any concerns or questions we have immediately.” That wasn’t the case with other carriers, she noted.

Coverage is another advantage. “We can send out our devices nationwide and be confident that our customer is going to get service, even in rural areas,” she said. This has surprised customers in several remote locations. “We say, ‘we’ve got you covered; we have AT&T.’ And the customers call me back and say they never thought they could get cellular service. So, the reliability of the AT&T coverage and the support of our team has been an absolute integral part of growing our business so much in the last year.”

“A great enterprise solution”

Security is another important AT&T benefit that MyLinkLine counts on, Tony said. “The security prevents robocalls, and the AT&T Control Center lets us monitor incoming calls to be sure that no one tries to get into the system,” he said.

He uses AT&T for all his business and personal phones and recommends the company often. “I stay with AT&T because of the security, the coverage, and everything else. If anyone’s looking for a solution, I tell them to reach out to the AT&T business team. AT&T has an awesome Control Center and they have a great enterprise solution.”

Emily said she and her colleagues are excited about the future; the company recently hired its first salesperson. “In all these years, MyLinkLine has never done any outreach. All our nearly 10,000 lines have been incoming sales from our website, and a large percentage have come by word of mouth,” she said. “We’re excited about expanding our business exponentially.”

Tony added that the company has also started participating in tradeshow and plans to add more staff. “We now have the capability to expand our customer base, and it’s because of the reliability of the solution that has been put in place by AT&T,” he said. “That gives us the confidence to focus outward. We have everything covered.”



“We now have the capability to expand our customer base, and it’s because of the reliability of the solution that has been put in place by AT&T.”

Tony Slonaker
General Manager,
MyLinkLine Communications