

**How Nextgen Sales, Inc.
survived the pandemic
using virtual tech support**

With over 45 years of combined experience in the telecommunications industry, the people at Nextgen Sales, Inc. are no strangers to the fiber optics industry. But in 2020, when Covid-19 paralyzed much of the world, Nextgen Sales knew they needed an edge to maintain market share. They leveraged the online training and support services provided by OFS to help keep Nextgen's business moving.

"When Covid hit, our competitors were silent. We were aggressively calling our customers every day whether we could go there or not. And then we would have these virtual trainings with OFS. So we were way ahead of the game," says Roy Pifer, VP of Business Development at Nextgen Sales. "You want to be there in person, but for right now everybody is understanding of virtual customer support."

Support is not just reactionary at OFS. Our trained team is there every step of the way from pre-sales to post-sales support.

Charles Beard, one of the founders of Nextgen Sales, also sees the benefits of OFS' strong support. "The reason we have had so much success is that we get continual support. We've never had an issue where we didn't get the support to make the sale...and that means a lot."

NEXTGEN SALES, Inc.

- Distributor of fiber optic products from over 10 telecommunications companies from the east coast to middle America
- Established in 2007
- Prides themselves in offering the best customer support and field service available



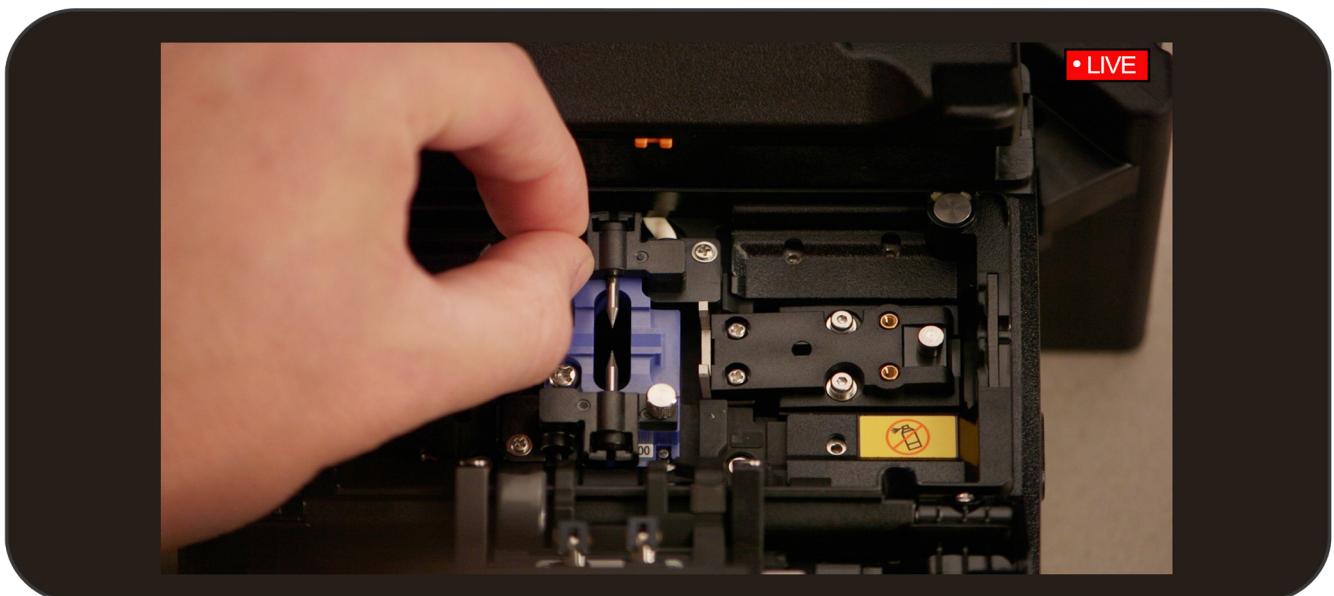
Time to shift gears

In response to the pandemic and the inability to travel, the fusion splicer group at OFS ramped up its virtual presence and shifted into a higher gear.

“Online support allows us to be in a lot of places at the same time. It has given us a way to help our distributors maintain their relationships and to have OFS Tech Support behind them,” says Tom Stafford, Field Service Engineer in the OFS Fusion Splicer department. “They can tell their customer that they have a factory technician or a factory trainer that they can put on the phone or via webinar and we can go ahead and take care of the customer’s needs.”

Steve Scudder, Fusion Splicer Sales Manager at OFS, sees virtual training as a tool that distinguishes OFS from the competition. “Our competitors aren’t really supporting their products the way we are. My job is to make sure that our customers have support so they can do their job. This style of training is going to be crucial going forward.”

And an added benefit to virtual communication is that it’s a two-way street. Not only can customers see what Tech Support is doing, but Tech Support can see what the customers are doing. “A lot of it is feedback for us. We can watch what the customer is doing and gauge not only if they’re doing things correctly, but determine if there’s something that we could be doing to better serve the customer,” says Andrew Degidio, Product Marketing Manager, Fusion Splicers, at OFS.



"It's a different tool for them and has expanded their toolbox. We can do pre-sales and we can do post-sales support. People have gotten comfortable with virtual training and online interaction and I think that going forward people will really use this."



Tom Stafford

Field Service Engineer
OFS



"It seems like the more we do, the better it gets. We put Tom and Steve up on the big screen and they walk us through everything. It's been absolutely fantastic!"

Roy Pifer

VP, Business Development
Nextgen Sales, Inc.

Why Choose OFS?

Product portfolio to meet your needs

200+ fiber optic cable options
250+ optical fiber options

Cost effective

Optical Fiber – Fiber Optic Cable – Optical Connectivity – Fiber Optic Assemblies

Specialty expertise

35+ years of experience in the design, manufacture and deployment of specialty optical fibers / cables / assemblies

Experience

First commercial optical fiber produced in 1974; 500+ million kilometers of communications-grade fiber manufactured and deployed since 2001

Technical Support

Sales team each with an average of 25+ years in the industry providing pre and post on-site field engineering around fiber placement, network design, splicing, and handling

Innovator

An original inventor of optical fiber with 500+ patents related to optics and Bell Labs heritage of reliability and innovation

Global Coverage

20 factories bringing proven fiber optic solutions from around the globe to local customers

Quality Commitment

Certification in numerous international standards (ISO – TL – AS)

Integrated manufacturer

From raw materials to preforms to optical fiber to fiber optic cable assemblies