

# MURRIETA PIVOTS

All businesses in the City of Murrieta have felt the effects of COVID-19 and the stay-at-home orders. Murrieta Pivots offers a question and answer to discuss how they have met the challenges that the pandemic has presented to their businesses.



TCS (Ticich Communication Solutions) partnered with RingCentral. There is no official office space as of yet. I am able to provide the RingCentral product remotely, which of course is one of the big advantages to using our product.

**How deeply has the COVID-19 pandemic affected your business?**

TCS was born during the worst of the pandemic, sometime in May. I had accidentally seen the product, and thought it would be useful from an educational perspective. My background was in education, this was in addition to my full time job as an Alaska Airlines pilot. I knew the pilot training programs were going to struggle with remote capabilities, and RingCentral was going to be the perfect solution to that problem. Once I saw my first full demo, I knew this will eventually be in every office in America. Of course my position as a pilot has become uncertain, partnering with RingCentral has been one of the easiest choices I have made as a business professional.

**Have you applied for and/ or received funding from any of the Federal or State programs such as the SBA's Payroll Protection Program (PPP) or Economic Injury Disaster Loan (EIDL)?**

Since I am the only employee I have not filed for any federal or state programs.

**What changes or improvements have you made to your business model since the beginning of the COVID-19 pandemic?**

I have been trying to learn different businesses and their needs. It has been a long time since I worked in a traditional office setting so I do not pretend to know exactly what customers are looking for in a platform. Instead, I let them explain what they need to make their lives a little easier, then tailor the platform to fit their needs. For example, Efax, that's a capability that not everyone wishes to utilize. I will streamline the customers experience so they do not have to worry about that aspect of the platform.

**What investments will you need to make going forward to ensure the survival and growth of your business?**

The good news is RingCentral is a company that will survive under any climate. We rewrite programming to match the technology that comes into existence. The RingCentral you purchased today will not only save you money initially, but it can be tailored to your needs and demands as your company evolves.

**Briefly describe the immediate impact that the COVID-19 pandemic had on your business?**

COVID has completely reshaped the UCaaS (Unified Communication as a Solution) business model. Companies need this platform to reduce cost, and increase productivity outside the traditional office structure. The good news is once we return to our offices, RingCentral is just as effective as it was being used from remote locations.

**What is the most important way the citizens of Murrieta and Southwest Riverside County can support your business?**

My one ask for the citizens of Murrieta and Southwest Riverside County is to picture their new workday. Wake up, Zoom calls, multiple emails, text, and all on multiple devices. Is it a little disorganized? A little hectic? Wouldn't it be nicer to have everything all at one place? That is what RingCentral is all about, no longer tied to traditional phone lines. Operate your business anywhere with Wifi or a cell signal. Even better news, close the app, and you can have your personal device back without any interruptions if that is where your business takes place. No longer are multiple devices needed.

To contact Ticich Communication Solutions, call 951-643-6413 or 951-234-4616.