



Rokstar Events Rocks RingCentral API

Company profile

Rokstar Events specializes in premier event solutions, including photo booths, lighting, photography and so much more, providing clients with a peaceful and stress-free event planning experience so their guests will be able to enjoy a fun, exciting, professional, and well planned event.

Website

rokstar.events

Office

Sparta, NJ

Size

10+ employees/contractors

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Automatic efficiency

Rokstar Events uses the RingCentral API to make the way it does business as fabulous as the weddings, parties, and other events it puts on for its clients.

CEO Brandon Padula needs to harness every efficiency. When he is not lining up DJs or dispatching photographers, he has something else to keep him busy: He is a full-time student at Drexel University in Philadelphia. Smart use of technology is one way he juggles the two roles. "I want to automate as much as possible," he says. "I also want to be able to do things on my phone—if software won't work with the iPhone, I won't use it."

RingCentral's cloud phone service and mobile apps are among the technologies that keep the turntables spinning. Now API integration with Rokstar's business systems is making RingCentral even more core to his business.

Personalized business phones

When Padula started college, he didn't expect to continue the DJ business he had started in high school. But business started booming to the point where he couldn't walk away. He recruited other event managers to help him handle all the leads coming in, on commission.

With his RingCentral cloud phone system, Padula was able to assign each of the event managers an extension that would ring to their mobile phones. When calls came in to Rokstar's general number, they would ring all those sales extensions, and the first to pick up would get the lead. Contractors hired for specific events could also be assigned a temporary phone number, making it easier to reach them or transfer calls to them.

Integrated API

All those are basic RingCentral features. Where Padula decided to get more creative was with tracking missed calls, voicemails, and customer contacts through API integration with his custom-built customer management system. Without logging in to RingCentral directly, he can see a log of missed calls. With a little custom JavaScript, he can also do a reverse lookup to see if a phone number matches an existing record in his customer database, allowing him to be better informed before he returns a call.

His homegrown CRM is a web-based business application he created himself, using PHP and MySQL. Originally, Padula rolled his own software because he had no money for anything else. His teachers were Google and Stack Overflow. Now that he is majoring in MIS, he is learning about some of the architectural choices he got wrong and working to correct them. With more money flowing in, he could reconsider paying for something like Salesforce.com CRM.

But no. "Maybe I re-created the wheel in the beginning," he concedes. But after several years of refinement, he has software that works exactly the way he wants his business to work. "Instead of switching, it was smarter for us to just continue."

Not that he wants to build everything from scratch. Because phone contact is so important to his business, he also experimented with Twilio's componentized telephony APIs. "The thing is, I didn't want to build a telephony system. With RingCentral, they already built it—but I still get the perks of being able to access it via the API."