



CASE STUDY:

Hamptons Web Design

<https://hamptonswebdesign.com/>

**How Network
Solutions Puts One
Customer's Domain
Management
Needs at
Center Stage**



John Monteleone is no stranger to drama. Not the kind where your family argues at Thanksgiving dinner. The other kind. The kind that takes place on a stage.

As a former professor of theater, a playwright and an actor, he's very familiar with plot twists, cliffhangers and sudden reversals of fortune.

But when it came to his online business, Hamptons Web Design, those same surprising characteristics that make evenings at the theater so special weren't exactly what he was looking for.

John wanted consistency and credibility. To make his Act I a success, he needed to work with a partner that knew domains as well as he knew web design. This is the story of how he found what he was looking for with Network Solutions.

THE SITUATION

Person to Person

When the lights go down in a theater and the curtains are drawn up to the corners of the proscenium, there is a certain magic in the air. A tension. An electric current between the audience seated comfortably in chairs with playbills folded in their laps and the actors emerging from backstage to perform for them.

There's a lot involved in producing a play. The script has to be good, of course. There must be smart, careful direction. The lighting and the set must be suitable for the performance. But ultimately, the special something that happens in the air between stage and seat is all about the people. How they act. And how they respond.

It's as true in life and in business as it is on a stage. Whether you're checking out at the grocery store or working with an online solutions provider, your experience will be defined not by the process – not by register drawers opening and closing or by the bouncing ellipsis of a typing indicator in a chat window – but by the people involved, and how they treat you.

In the modern world, where automated menus and self-checkout lanes are replacing actual service, the most precious commodity is connection. Like the old operator-assisted phone calls: person to person.

When John needed assistance with domain management for Hamptons Web Design, *that* was what he was looking for. A personal contact who would treat him right, answer his calls and deliver real customer care. The VIP kind.

The Network Solutions Platinum domain management team was only too happy to oblige.



*"Thank you for calling.
Your estimated wait
time is 45 minutes."*



*"Hey John, thanks for
calling! What can I help
you with today?"*

THE SITUATION *(continued)*

A Little History



Let's turn back the clock. A little further. Stop. Late 1990s. John was a professor of theater for 15 years. He knew tragedy, and, when the college he worked for closed, he experienced it.

He started looking for work and decided he needed an online presence. But back then, websites were pricey – thousands and thousands of dollars, in some cases. John started building his own site to save some money, and the results impressed his friends. They asked him to build websites for them, so he did.

Eventually, a large company asked John for assistance with their website. He discovered it was a good money-making venture and went into business full time, establishing Hamptons Web Design in 1998 to serve clients on the East End of Long Island and in the Hamptons, North Fork and beyond, eventually adding clients across the United States.

John found success with his business, but he had to quickly adapt with the changing times. The Internet was developing rapidly, with innovations speeding through the so-called series of tubes. New platforms were releasing all the time, web design was constantly evolving and John had to keep up with all of it.

It was during this hectic time that he first learned about the often-complicated world of domain names. His clients were losing domains due to renewal issues. Legal disputes abounded.

Seeing all the trouble his clients were having in this space, John decided it was time for him to start helping with their domain needs. It was at this point that he first turned to Network Solutions.

Founded in 1979, Network Solutions was the world's first domain registrar. John wanted to work with a company that was large, credible and reliable, which made Network Solutions the obvious choice for his domain management needs. Over the more than two decades since, John has continued to rely on the Network Solutions team. Though his account managers have changed over the years, their exceptional service remains consistent.

THE NETWORK SOLUTION



People Make the Difference

With Hamptons Web Design, John proudly serves customers in the small business community by designing high-quality websites, providing hosting, assisting with SEO and more. That focus has shaped his business philosophy, along with his ideas about competition.

"I like free enterprise with regulation," John says, "and I like competition, fair competition. What that means is, my friends are website designers and we compete in terms of making a better website. You know, 'Oh, you did that, I want to do that, how'd you do that? And we're not competing to where I want them to be out of business.'" In a world where large corporations battle for digital supremacy, it's a refreshing perspective. When it comes to competition with his peers, John says, "It's not a boxing match."

If the glowing customer reviews on his homepage are any indication, this people-first mentality has resulted in notable success for John and Hamptons Web Design. And when it comes to VIP domain management with the Platinum service, Network Solutions has a similar philosophy.

It's why John is so enthusiastic about the assistance provided by his current account manager, Rodger Lang. According to John, Rodger's service is excellent. "If there's a problem, he's right on." Timely, too: "I've never waited even a day to get a response, and that's terrific. I call, he answers." It's not a small thing from John's perspective; it's the main reason he works with Network Solutions. "That's the benefit of your company," he says.

THE NETWORK SOLUTION *(continued)*

Rodger, for his part, could not be happier to help. "It's an absolute pleasure assisting John with his domain management needs," says Rodger. "I pride myself on providing prompt service, listening to any concerns and addressing them and helping to quickly resolve any issues that arise. We have a high standard of service on the Platinum team, and I keep it up by always putting the customer's needs first."

That attitude is what makes Network Solutions' Platinum domain management service so appealing to business owners like John. More than any feature set, more than the process and the tools, what sets Platinum apart is the attentive, dedicated service provided by knowledgeable account managers. It's not something you find at every business. As John says, "Great people are not easy to come by."

It's a lesson we would all do well to remember in an increasingly automated world. Sometimes, there's just no substitute for a person-to-person connection.

So the next time you need help with domain management, save yourself the drama of searching and the potential tragedy of moving your domains to the wrong provider. Go with Network Solutions and experience for yourself the great service that has kept John Monteleone and Hamptons Web Design working with us for more than 20 years.

Our people are ready to help.

Cover Image: **Shutterstock**

At Network Solutions, our people make all the difference. To learn more about our Platinum domain management service, visit <https://www.networksolutions.com/platinum> or give us a call at 1-855-250-6149.

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