

Case Study

New telephone service supports company structure and cuts costs



CIMIT UK is an importer and distributor of a wide range of specialist steam shower cubicles to both the trade and domestic markets. The company trades under a number of different business names.

Apart from needing to replace its ageing telephone system, CIMIT UK was looking to reduce its line rental and call charges. They were aware that there were a host of telephone solutions out there that they could use to their advantage to strengthen the identity of each of their brands.

“

The hosted telephony solution allows us to run the business just the way we want, and reduces our overheads at the same time.”

”

Cim Coates, CIMIT UK

tpsl

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The Solution

CIMIT UK has a long term relationship with TPSL, a local TeleWare specialist, and turned to them for advice. TPSL proposed a Hosted Telephone solution supporting four telephone extensions and delivered over a single ADSL broadband connection.

CIMIT UK selected from a number of the ingenious TeleWare services available. When a caller rings one of their companies, CIMIT UK has a recorded announcement for that trading division, followed by menu options to route their call to the right person. These announcements are used for promotions or special offers. Staff at the central office handle all calls for the different companies and they are able to do so effectively because their telephone display indicates the division being called. Each enquiry is then handled appropriately.

Away from the main office, Cim Coates, Managing Director, has an IP phone at his home office which runs on his broadband line. Similarly, a phone is installed at the retail unit in the centre of Harrogate. Both these locations are added to the main 'tenancy', allowing free calls between locations which are treated as extensions of the main office. A huge added bonus for Cim is that, when on business in the USA, he takes his home extension, simply plugs it in and is instantly connected to his business as though next door with the same low call charges and same great service as at home.

The Benefits

CIMIT UK is benefiting from significantly lower line rental charges, having replaced its ISDN links with just one ADSL line. This supports all its telephone extensions - and has capacity for more extensions in the future. This alone is saving the business in excess of £900 a year.

CIMIT UK has incurred very low upfront costs compared with the capital investment and associated on-going maintenance charges the business would have faced with other replacement telephone systems. The businesses are also benefiting from much lower call charges thanks to the TeleWare service.

With this telephone system CIMIT UK can easily direct and handle calls for all their divisions in one central office. The retail shop and home office are extensions of the main office and, even when abroad, the MD is inked in to his main business by plugging in his phone!

Looking ahead, CIMIT UK envisages further growth and a time when more staff will need to work remotely from head office. The new TeleWare telephone system can expand with them, and will give the flexibility and services that they will need in the future.

What is a Hosted Telephone Service?

Traditionally, a business had to buy or rent a telephone system which would be installed at their premises. This system would support a given number of telephone extensions and would, typically, be connected to the local telephone exchange via an ISDN line or a number of standard telephone lines.

With a Hosted Telephone service, there is no telephone system at the customer's site, its functions provided, instead, by an Internet Telephony Service Provider and delivered to the customer's site over a standard internet connection or suitable alternative. Telephone handsets are connected through a router.

There are many advantages to this approach for small businesses, which include minimal upfront investment, lower on-going costs, affordable 'big company' telephony features, PLUS it is very simple and inexpensive to adjust to meet future business needs.



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