

Case Study

Hosted telephony solution eases the pain of relocation to new premises

Hillsprint Ltd has been in business for over 50 years and provides a diverse range of design and print related services to both business and domestic clients in North Yorkshire. The company believes in the personal touch and prides itself in delivering the highest standards of products and service.

Even when things go to plan, moving premises can be a disruptive period for any business as it strives to meet production commitments and maintain customer service levels whilst controlling overheads.

When Hillsprint Ltd found it necessary to move to new premises, the company experienced huge difficulties as, part way through the move, their incumbent telecoms provider suddenly informed them of a one month delay in delivering the new telephone system and phone lines into the new building. With phone lines at its old building disconnected on schedule, the company was left completely isolated from its customers and losing new business opportunities. This situation was made worse as Hillsprint was running an expensive advertising campaign to coincide with their move, encouraging new customers to try them.

When approaching TeleWare for help, Hillsprint were immediately introduced to TPSL, a local TeleWare specialist.



TeleWare and TPSL worked together to achieve the impossible. Had it not been for their sterling efforts, I dread to think what would have happened to our business.



Barry Ward, Hillsprint

tpsli

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The Solution

Making use of its specialist knowledge and many contacts within the industry, TPSL quickly were able to arrange the installation of two ADSL broadband lines at the new Hillsprint building.

TPSL were then able to use its web-based access into the TeleWare Service Manager system to rapidly provide Hillsprint with a hosted telephony service supporting four telephone extensions over one of the ADSL lines, the other line being used for internet/email services. They also supplied and installed a router and IP telephone handsets, ensuring these were all set up correctly and that staff had been shown how to use the new equipment.

Within seven days, Hillsprint had a fully working telephone service once again.

The Benefits

The ability of TPSL to react quickly to deliver telephone services to the new site helped Hillsprint Ltd enormously during a very difficult period.

Not only did the TeleWare service minimise the need for capital outlay and reduce on-going telephone charges by an estimated 12% per annum, the additional services a hosted system provides have also improved the telephone service for both Hillsprint and their customers.

In the future, Hillsprint plan to extend their current telephone system to include a home office extension.

They will do this in complete confidence as they know from their experience that dealing with TPSL and TeleWare they will get a reliable, professional service dealing face-to-face with people they know and can trust. This is particularly important to Hillsprint because of the many problems they experienced with their previous telecoms supplier.

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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