

Case Study

New telephone system increases staff efficiency and professionalism

Patricia Eve Ltd have been working with fashion retailers since 1979 to bring the public something special to wear. The company is the sole distributor to retailers in the UK and Ireland for many leading labels covering shapewear, swimwear, fashion and night/lounge attire.

Like many other companies, Patricia Eve Ltd conduct much of their business over the telephone, dealing with suppliers and customers. Having an affordable telephone system that offers all the functions and features they need in order to operate efficiently and professionally is therefore a priority.

Patricia Eve Ltd had a traditional telephone system which had a number of limitations;; it was unable to differentiate between internal and external calls when answering a call transferred from another extension; it was expensive to add further extensions as the company grew; and it did not have a telephone conferencing facility.



The TeleWare solution allows us to function more efficiently and professionally. Longer term, we see us making significant cost savings too.



Chris Eve, Patricia Eve Ltd

tpsl

Powered by TeleWare



The Solution

Patricia Eve had developed a long-term relationship with TPSL, having always found them to be both reliable and trustworthy.

TPSL, a local TeleWare specialist, were asked if they could help with updating the company's telephone system. They recommended and delivered a TeleWare Hosted Service as a replacement for the ageing system previously in use. The Hosted Telephone Service provides many features typically only found on 'big company' telephone systems and hitherto unaffordable to small businesses such as Patricia Eve.

Eight new telephone handsets were supplied and linked into the TeleWare service via a single ADSL broadband connection. Using its web-based Service Manager tool, TPSL were able to tailor the telephone service to meet its customer's current needs.

Patricia Eve, meanwhile, were assured that they had bought into a future-proofed solution that could easily be adapted should their requirements change at any time in the future as the business moves forward.

The Benefits

Patricia Eve now have a telephone service that is much better suited to their needs. They are confident that they have chosen a future-proof solution that can be readily adapted as their needs change moving forward.

Staff always know if they are answering an external call, even if it has been forwarded from another extension. This means they are sure they always answer calls appropriately and project a professional image towards suppliers and customers.

They have found the TeleWare Conferencing facility easy to use. The ability to bring additional people into a conference during the call is particularly useful to Patricia Eve.

Although cost was not the main factor in choosing their new telephone service, Patricia Eve expect to make significant savings over time. This will be particularly true when they need to add new members of staff who need a phone extension, as the TeleWare system is so cost efficient and easy to add to.

Patricia Eve Ltd are pleased with their new telephone system and the excellent service and quality provided by TPSL and TeleWare.

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.



cstwtp111104

tpsl

Powered by TeleWare