



## ZeroICT VoIP Case Study



### The Participant:

Our customer was a rapidly growing business. When they engaged us they had recently added 5 more employees and were looking at a new phone system for the 15 users in Sydney and the new 5 users in their Adelaide office. The customer had reservations around the call quality and reliability of VoIP as they had used free consumer internet products such as Skype and had experienced some issues. ZeroICT consultants worked with the client to understand their existing call patterns and utilisation of the phone system. In addition our consultants briefly reviewed their business processes to identify areas where an appropriately deployed phone system could drive business efficiencies.

### The Solution:

ZeroICT then provided two options for phone systems to the customer. The first utilised the traditional Public Switched Telephony Network (PSTN) through our Telstra Partnership. The second was a VoIP proposal utilising Cisco VoIP phones.

ZeroICT demonstrated the Cisco VoIP system to the client to prove the call quality and outlined how our installation isolated and prioritised VoIP calls within the customer's network to ensure call quality was always retained. The client was also introduced to our support team who would manage any technical support issues 24x7x365 should they arise.

We provided a comparison sheet to easily allow the customer to see the feature and cost differences between the two systems.

After understanding the significant cost savings of VoIP together with the flexibility and scalability, the customer opted for the ZeroICT VoIP system.

ZeroICT consultants then worked to design the best possible implementation for the customer working with them to understand and create call groups, out of hours configurations, call forwarding, voicemail etc. We established that the client made a significant number of international calls and required each sales staff member to have a single Direct number that routed to them whether they were in the office or on the road. In addition they only on average utilised 2 phone lines simultaneously with a peak of 5.

### The Benefits:

ZeroICT designed a Cisco phone system that seamlessly linked their two offices with unanswered calls overflowing between offices. Each user had their own dedicated voicemail which they could access from anywhere. ZeroICT created shared lines for the accounts, support and sales teams. These rang lines on all phones of all staff in the relevant department to ensure that calls were answered. When they left the office, sales staff pressed their DND button on the phone and calls were automatically diverted to mobiles. The main switch board number went to a call management system – reducing the workload of the administrator to free her to do other tasks.

A year after the contract was implemented the Adelaide office moved locations. With a Traditional PSTN system they would have had to have changed their telephone numbers as they moved to a location serviced by a different Telephone Exchange. However the ZeroICT VoIP package allowed them to retain their numbers despite moving office. ZeroICT engineers assisted with the installation of internet services in the new location and at the time of the move reconfigured the system to work in the new office and also added user handsets as staff numbers increased.

The Managing Director frequently worked from home and was using a second line into his house to make and receive calls and faxes. ZeroICT implemented a Home office VoIP system for the Managing Director linking him to the office and reducing further line rental and call costs whilst providing seamless call forwarding from clients and staff.

ZeroICT have a range of VoIP plans and packages to suit your business requirements - call us for a free demonstration!

