

Case Study 2 – Garden Centre

Customer Requirements

This medium-sized garden centre and landscape design company is located near the outskirts of London. The technically-savvy senior partner contacted Perihelion Telecom as they wanted a flexible but cost-effective solution to replace their aging PBX.

Their requirements included:

- ❖ 8 Extensions but with very low cost phones.
- ❖ 1 'floating' handset with similar functionality to their old DECT phone allowing calls to be received whilst walking around the outside grounds.
- ❖ Low Cost IP solution – ideally a non-hosted solution as they were aware of the limitations of such services.
- ❖ Integration with their Customer Account/Billing Database.
- ❖ Freedom to configure telephony system In-house and as necessary – no previous telephony experience but some IT skills.
- ❖ Ability to use existing ISDN connection and keep existing phone numbers so that there would be no need to alter marketing materials
- ❖ A new non-geographic number for publishing 'Head Office' details – although already successful and well-established the company wanted to present the image of a larger and more geographically diverse organisation.

Perihelion Telecom Solution

- ❖ Perihelion Telecom installed the Perihelion IP-based Voice Server configured for nine extensions, all of which could call via the Perihelion Central Voice Server in case of a fault on the PSTN lines. Two of the extensions were also configured as 'roaming' accounts.
- ❖ To reduce costs, six of the extensions were free softphones, the main desk/reception had two Perihelion Executive handsets (Snom 360) with large display screens and one was configured to use the Snom M3, an IP-enabled DECT handset with a long range repeater.
- ❖ A Customer Relationship Management (CRM) package was implemented allowing incoming calls to be linked with existing customer records.
- ❖ PSTN connectivity was maintained by utilizing their existing 2-channel ISDN BRI connection.
- ❖ Incoming calls to an 0845 number are routed through a new VoIP gateway, leaving their PSTN lines free for outgoing calls.
- ❖ To enable them the greatest flexibility and to meet their requirement for as much control as possible over their communications, Perihelion provided full training on the Voice Server setup and configuration.
- ❖ The two Directors' personal mobile phones (Nokia N95 and iPhone) were configured to enable them to operate as roaming handsets connected to any WiFi network, either within the grounds or elsewhere.

Benefits of Solution

- ❖ By choosing the Perihelion Telecom Voice Server the company were able to afford a solution with advanced features but without the need for a large capital investment. This helped to enhance customer confidence in this relatively small company – especially important in the current economic climate.
- ❖ The use of free feature-rich software-based IP phones for the office staff is a low cost solution for the replacement of existing analogue handsets. When cash flow allows these can easily be replaced by physical IP handsets. The two IP handsets located on the Main desk and reception are there for ease of use and for any customers who may need to make a call. The IP DECT phone and long range repeater (200 meters) allows the General Manager to walk around site offering advice to customers whilst still being able to answer incoming calls, rather than being in an office and unable to meet and greet.
- ❖ The Landscaping Project Manager has a designated 20” monitor on his desk which displays the CRM interface. If the incoming number is in the customer database then the caller’s account details and past activity is displayed as the phone begins to ring. The Project Manager is able to greet the caller by name and has all the account activity to hand.
- ❖ Using both the existing PSTN connection and the VOIP gateway, outgoing calls are routed dependent on extension. Most users dial out with the local PSTN number while the two Directors call out via the ‘Head Office’ 0845 number.
- ❖ Full training on system configuration enabled end-users to make changes to their system on a daily/weekly basis to suit their communication needs. For instance, the Interactive Voice Response (IVR) can be changed in a matter of minutes to reflect the needs of different marketing or sales campaigns.
- ❖ The Directors’ mobiles (Nokia N95 and iPhone) make use of the in-built ‘Internet telephone’ feature to allow for a Roaming Account to be set up. Directors are able to make calls from any accessible WiFi Hotspot (worldwide) via their office Perihelion Voice Server. These calls can be from their home WiFi network, walking around the WiFi-enabled work grounds, or even from Starbucks in New York...