

CASE STUDY #4 – “HOSTED” - Professional Business Coaching Company

A Professional services and coaching business located in Sydney NSW. Existing Nec Telephone (PBX) Key system that's antiquated.

The existing 8 extension telephone system is no longer required or valued and the business wishes to take full advantage of new functionality and much lower call rates. Reducing call spend was not a primary requirement but low capital cost and high functionality was. Additional features such as individual direct inward dial numbers and Voicemail were identified as critical.

Existing 1300 numbers needed to be integrated as well as a central receptionist function, along with the ability to direct calls with short extension numbers (Ext10,11,12 etc).

SOLUTION:

With a high volume of calls in and out of the organisation it was important that the service operated on a dedicated Broadband (ADSL) service.

Install supported modem/router + DSL line. Redirect existing 1300 number to new Direct-inward-dialling number (essentially a hunt group but over Broadband) targeting the main receptionist.

Deploy new IP Phones to each desk/ location. As existing data cabling was limited the phones selected permit both the phone and PC to be daisy chained off of single cable at each location. For a conference room and mobility a Black box enabling a cordless handset was also provided.

Apart from modem/router and IP phones there is no other hardware involved.

OPERATION:

With a appropriate “back end” Voice Service Provider (VSP) each phone has its own unique identity and the phones in the office all belong to the same virtual PBX. They all have short Extension numbers and calls can be bounced round much as you would expect. Using the preferred phones these also support “Presence” that's the ability for one phone to watch another or others. In other words determine if one extension is busy or idle without having to call it first.

Designated extensions that are required to have their own Direct number are also activated and this will follow a specific extension or extensions. Voicemail is enabled on each extension, either targeting an email address (.WAV file) or msg waiting light on phone and picked up on the phone itself.

BUSINESS BENEFITS:

Telstra line/ rentals eradicated, direct dial numbers and voicemail to individual consultants low call costs with minimal capital outlay make this a formidable offering.