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ALL-IP Case Study

Business: Busy inner-city takeaway
Owner: Dev Campos
Goal: Improve ordering online and over phone
Current technology: PSTN Multi-line

Dev owns and operates a busy takeaway business in an inner-city location that has seen a huge increase in business due to an exciting new menu and an influx of new customers from a nearby development of apartments.

Dev generally operates with two other staff members who are responsible for taking orders over the phone and over the counter, plus a team of four delivery drivers. Staff numbers increase at peak times due to the recent increase in business.

He also wants to start taking orders online but doesn't have a reliable broadband connection to monitor online orders.

Customers regularly complain that it's difficult to get through to the takeaway but would prefer not to go elsewhere.

Dev's takeaway currently has a single number PSTN multi-line with two channels and two analogue handsets that are picked up by the first available staff member but he currently has no voicemail facility.

Business Wish List

- Help to stop missing calls
- Have more available lines for peak periods
- Voicemail facility
- Flexibility for future expansion
- Must be able to connect card payment machines
- Reliable broadband connection to receive online orders

Dev's All-IP Solution

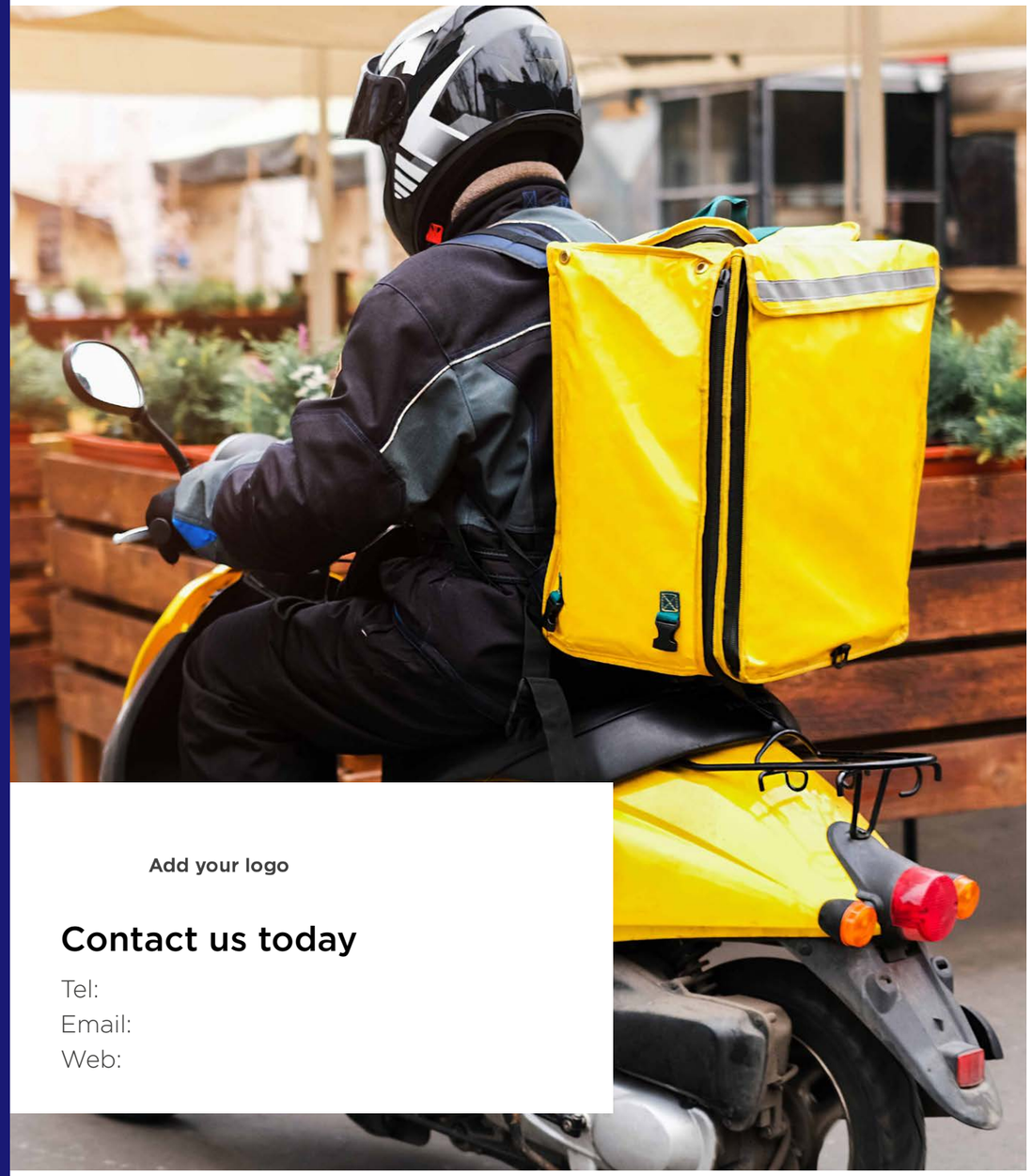
New technology: Single Line Voice and FTTP

Connectivity

- New ultrafast, reliable and future-proof FTTP broadband installed to support new VoIP solution and online order portal.
- They checked that the card payment machine was IP-compatible and had a good, reliable WiFi connection to the router.

Voice

- New Single Line Voice licence, offering two concurrent calls.
- A router with 2 x Analogue Terminal Adaptor (ATA) ports to provide access to IP voice for the two analogue handsets, meaning Dev could retain his telephone handsets instead of having to buy new, IP-compatible devices.
- The restaurant's main number was ported and used on both ATA ports so inbound calls could be taken on both handsets.
- Voicemail was activated and Dev activated the Voicemail2Whatsapp feature, so he didn't have to keep dialling up to receive the messages.
- Opening times and holiday schedules were set up to send out-of-hours calls to voicemail.
- Auto-attendant was utilised to advise callers of opening times.



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This case study is based on a fictional company but uses real-world IP products and deployment examples.