

Express Case Study

Business: Florists

Owner: Jacob and Enid

Goal: Improve call capacity for home-based business

Current technology: Residential landline and fibre broadband package

Jacob and Enid operate their floristry business from a workshop at home, taking orders over the phone and through their website.

They operate their business using their home landline and fibre broadband package, however, as the business began to blossom, they realised they could not keep working this way. Having missed some orders while out making deliveries and struggling with the disruption to their home life, receiving calls late in the evening, they decided to look at an alternative setup for their business communications.

They spoke to their provider about the best options for them and found that IP voice would be the perfect solution, meeting all their needs.

Business Wish List

Separate business line for customers

Keep landline number for business

Never miss a call

Only take business calls between 9am and 5pm



The solution

New technology: Hosted Voice Express and SOGEA

First, the provider confirmed the voice capacity on their FTTC connectivity solution using the Network Assessment and migrated them to SOGEA for reliable, future-proof broadband.

Then they ordered two Hosted Voice Express licences, one with a Cisco ATA to use on their existing home phone and the other with a compatible IP headset for Enid to stay on top of calls while working.

The Softphone application was also added to their mobiles to ensure they didn't miss calls while out of the workshop. Their main number was also ported to Hosted Voice Express, and time schedules were set up to direct calls to "Voicemail to Email" out of hours, enabling them to enjoy their evenings without interruption and check their voicemails on their emails when needed.

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