

# Express Case Study

**Business:** Hairdressers

**Owner:** Laura Burton

**Goal:** Improve call management

**Current technology:** PSTN Single Line with one analogue handset

Laura is a self-employed hairdresser that has recently seen a huge increase in business and is looking to expand. She usually operates with two junior stylists and an apprentice, who is tasked with hair washing as well as answering the phone and working the front desk. At peak times, such as Saturdays, all four team members are required to man the phones.

Customers have complained that they struggle to get through to the salon but don't want to go elsewhere.

Laura has a PSTN single line with one analogue handset that is usually picked up by the first available staff member. However, she has no voicemail facility, which means she often misses out of customer calls, if everyone in the salon is busy, and is unable to call them back to arrange an appointment.

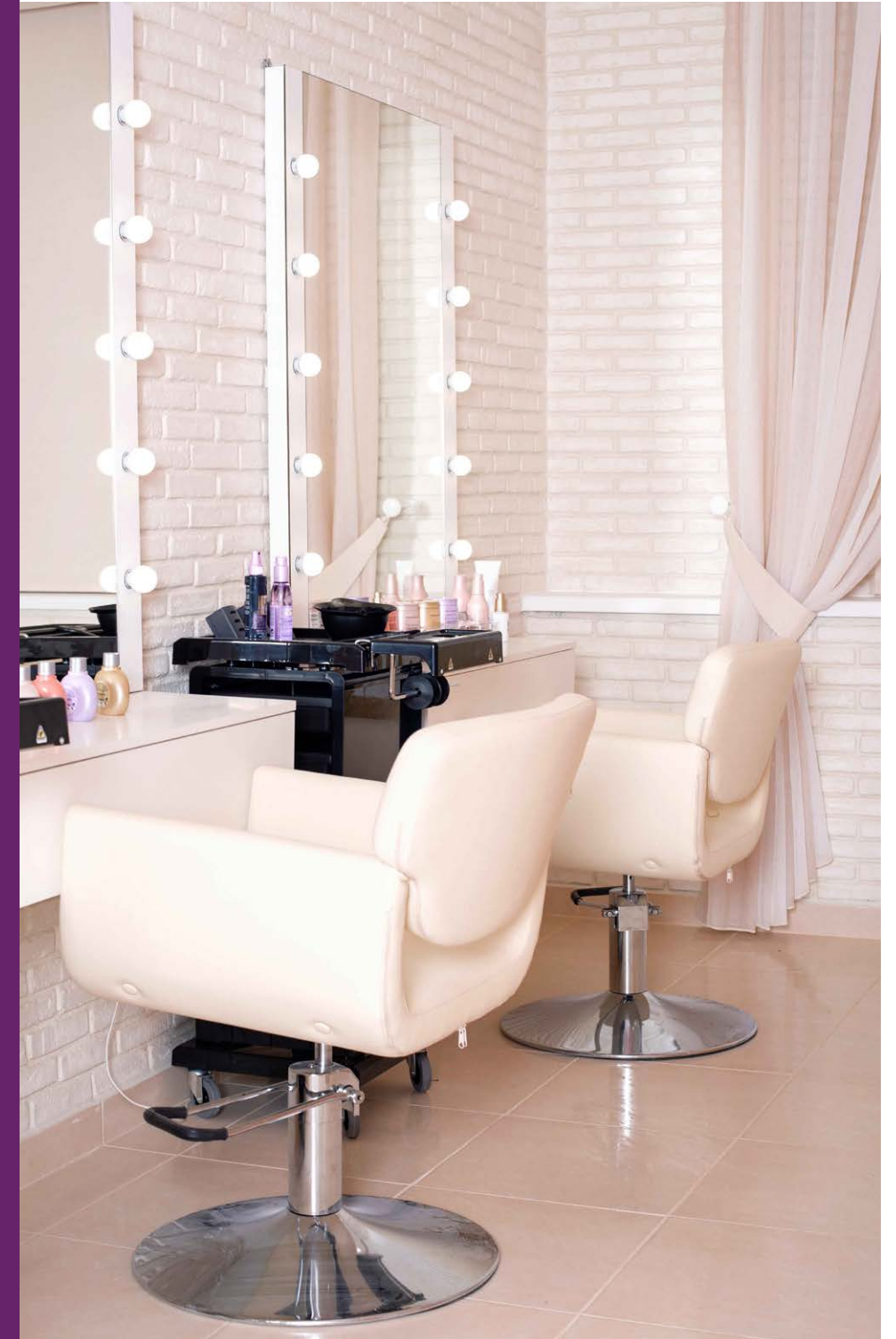
## Business Wish List

Never miss a call

Improve call management within the business

Voicemail facility

Scalability for future business growth



# The solution

## New technology: Hosted Voice Express and FTTP

Laura's PSTN Single Line was ported to Hosted Voice Express and a new FTTP broadband was installed to support the voice functionality. The supplier also checked that the PDQ machine was IP compatible and had strong WiFi connection to the router.

They set Laura up with a Hosted Voice Express Licence and 2 IP handsets and the main number was ported to IP and used on both handsets. Voicemail was also activated, and Laura chose to use the voicemail to email feature, so she didn't have to keep dialling up to check her messages. In addition, time and holiday schedules were created to divert calls to voicemail out of working hours.

As V-IP Express can offer up to 10 licences on one site, Laura can rest assured that when she expands the business, her telephony solution can easily be tailored to meet the changing business needs.

## Contact us today

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