

VOIspeed Case Study:

# The Benefits of VoIP for Business

Reseller – Venus Business Communications  
Client - Gannons Solicitors

## The Business Background

Gannons Solicitors, established in 2003 is a vibrant, busy law firm specialising in the areas of law such as company and commercial law, employment, litigation and equity incentives.

Based in Holborn, central London, Gannons prides itself in attracting clients through the recommendations of previous and successful cases. Gannons holds its quality of service to its clients as one of its most important attributes and is essential to its current and future successes.

Telecommunications is a key aspect of this customer servicing and an essential part of dealing with clients' needs and talking to third parties. Having a quality telephone system is therefore business critical.

## The Challenge

The Solicitors' previous telephone system was a basic BT exchange which they had only had installed a year before. But Gannons had expanded quickly in that short time, and they needed something that was scalable, flexible and more advanced to deal with the growing business and the increase in incoming and out-going calls.

Partners and employees can be on the phone for a large part of the day, six days a week. To help enhance communications the legal practice needed an effective call management system that could more readily deal with and log incoming calls as well as a more effective message taking system.

Furthermore lawyers and partners needed to be able to work from home more readily and effectively, but be contactable as if still in the office. Though fundamentally, whatever features available, quality and reliability were of paramount concern.

## The Solution

Gannons opted for a VoIP solution from VOIspeed recommended to them by Venus Business Communications, the law firm's IT support and comms provider. VOIspeed is a software product that runs on PC hardware that makes full use of VOIP and provides all of the features of a sophisticated digital telephone system that can integrate with existing software such as Outlook and CRM applications.

Venus suggested they opted for the VOIspeed USB desktop phones with LCD screens supported by the IP PBX software, also developed by VOIspeed. The choice was made quickly not only due to the quality of the product but also the relative ease in learning how to use all the features.

And once the decision was made to go for Venus's recommendation the product was installed immediately and was ready to use instantaneously.

## The Outcome

Since installation the new communications solution has made life easier by enabling great flexibility in the workforce. Several directors and employees take their desktop phone away from the office to work at home or at third party offices, and they still make and receive calls on their own number, with their own features and call options as if they were in their main office. The service to their customers has also improved as they are now easily contactable across multiple offices.

The Caller ID feature was also highlighted as feature of great benefit.

Numbers can be easily traced and calls can be timed and tracked, this together with the desktop functionality makes calling that much easier. "It dials so quickly, each call is a matter of a couple of clicks with a mouse" Said Gannon's Office Manager.

But the key to the success of the system at Gannons is its hosted nature combined with the fact that PBX and all company's confidential data reside at the customer's site. With the last system, if there was a problem with the phones, they would have to wait 24 hours for a BT engineer to come to their office to even find out what was wrong with the solution. Now, because the system is deployed on standard PC hardware it is simple and easy to maintain. If anything were to happen, Venus Business Communications, can simply log into the system remotely and undertake all maintenance checks at their data centre in west London.

**"We would recommend VOIspeed and Venus business communications to any business.**

**We've made considerable savings. Our Director never opts for second best".**

**Monika Stullerova:**  
Office Manager, Gannons