



Customer Case Study: Knowledge to Action

Financial training company enhances communications and makes substantial savings

The Business Background

Knowledge to Action (K2A) was the first investment training company to offer trader coaching in the UK to the professional and private investment community. Through their Trading University anyone from graduates, housewives and professionals are taught the skills for a richer life with the proficiencies of trading on international markets, most notably the FTSE 350.

Based in West London K2A, who conduct training events throughout the country usually 6 days a week, is committed to offering all its clients the very best in trading education as well as one-to-one coaching and free seminars. The training company, with 16 staff, is a bustling office with many incoming trading calls and outgoing administrative and sales calls. Due to the nature of their business, many K2A training staff are away from the office conducting seminars or meeting clients around the country. This obviously affects mobile bills as well as meaning certain members of staff could rarely be contactable on their landline numbers.



When K2A decided to relocate offices it felt it was the ideal time to review their telephony expenditure with their provider BT as well as redefine their general communication set-up.

The Challenge

K2A wanted a cost-effective and flexible telephony solution throughout their new office to enable staff to be easily contactable in the office and for them to use seamlessly whilst away from their desks.

K2A were making almost 6,000 hours of calls a month, with 85% of those contacting staff and client mobile numbers. The BT bill would more than reflect this amount. A VoIP solution quickly became the preferred option not just for its cost effectiveness and leading technology, but for its remote servicing and ongoing support.

K2A needed to be able to make and receive calls the minute they moved into their new premises, a Greenfield site. However the ISDN lines that were ordered and booked for installation from BT would not be able to be fully operational for two months.

“Since taking on our new VOISPEED VoIP telephone system we have without doubt increased our telephone communication capacity and benefited from the features available.

Members of the sales team are now more readily available on their landlines wherever work takes them”



VOISPEED Ltd
1st floor, 6C Parkway
Porters Wood, St. Albans,
Hertfordshire AL3 6PA
United Kingdom

The Solution

VOIspeed have a portfolio of IP phone systems to suit many different types of operations, and this flexibility is ideal for businesses like K2A moving to new premises.

VOIspeed IP PBX solution has the same functionalities of a traditional high-end PBX, and offers easy configuration, low maintenance costs and a user-friendly interface. This solution gave K2A the cost efficiencies they were after as well as enabling them to make calls over their internet connection in the first couple of months during which their ISDN lines were not yet available.

K2A chose a bespoke software package which comes with 30 ISDN lines. This meant that the training company could expand their business and up-scale their telecoms infrastructure seamlessly. Added to the package there was also a USB Phone and DECT headsets for each employee plus four extra IP phones for the meeting rooms.

Training on VOIspeed was provided to everyone in the office ahead of the move so that staff were ready to use the extensive features of the system, soft-phones and SIP phones from day one.

The Outcome

Since installation the benefits to K2A have been noticeable in both the long term and the short term.

Straight away staff at the main office were able to use features their old system simply didn't offer. Call Recording has already been a great help with the customer service department. Calls can be recorded, from any station, at the tap of a button and can help with giving the best possible advice as well as offering invaluable "real call" training and monitoring for new staff.

The sales team have benefited too. Call Logging enables managers to see the number of outgoing calls made each day, and with the hunt group application, incoming calls can be spread across all relevant stations within the department.

One of the main benefits of VoIP and VOIspeed offering is the flexibility given to home and remote workers. Employees who are off-site can now log in to the K2A network, integrate with their Outlook Express and make and take calls as if working in the office. This has helped increase connectivity, cut call costs and generally enhanced office communication.



Other features such as the welcoming message, conference calling, speakerphone and caller ID log, were all highlighted as adding to the customer's experience and aiding the flow of communication and connectivity throughout the office.

K2A are now using ISDN lines and SIP Trunking with a new calling Plan and Tariff.

The estimated call cost and line rental savings exc. hardware:

Previous monthly charge = £3000

Current monthly charge = £792

Monthly savings = £2208

Monthly savings = 73.6%

First year savings per head = £1656

Five year savings per head = £8280

12 Month savings = £26,496

60 Month savings = £132,480

Customer Comment

"Since taking on our new VOIspeed VoIP telephone system we have without doubt increased our telephone communication capacity and benefited from the features available. Members of the sales team are now more readily available on their landlines wherever work takes them

"With features such as Call Recording, Call logging and our DECT headsets we have a telephone system that aids efficiency and therefore benefits our business. And with the savings we have already made we've been able to afford

Blackberrys for the entire workforce, thus further enhancing our connectivity"

Gemma Davies, Head of Operations, Knowledge to Action

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