

Customer Case Study:

Overland Associates – The Appointment Line

Internet directory and marketing services company invests in VOIspeed to offshore its call centre operations.

The Business Background

Overland Associates includes a number of businesses which replace yellow pages services. They provide an intelligent internet based directory and a viable channel to market for a wide range of businesses from physiotherapists and chiropractors to plumbers.

Thanks to their fast business growth they are about to add another website to their portfolio for solicitors and envisage expanding to other sectors. Each brand has an information rich website and an 'appointment making service' which provides a one-stop-shop for the consumer:

www.chiropractor-help.co.uk
www.backpain-help.co.uk
www.sportsinjury-help.co.uk
www.heatingcentral.com

This free service enables you to book an appointment with a local physiotherapist or plumber. The reliability of the service is guaranteed via monitoring of the services provided, facilitated by ongoing consumer feedback. Ben Brown (COO, Overland Associates) explains:

"First, you don't really know which service is good and second, which is available. It's a one-off phone call and you tell us what you want!"

The image displays four separate web browser windows, each showing a different service page from the VOIspeed platform. The top-left window shows the 'CHIROPRACTOR APPOINTMENT LINE' with a photo of a woman in a white coat. The top-right window shows 'Back Pain+' with a photo of a person in a red shirt. The bottom-left window shows 'Sports Injury APPOINTMENT LINE' with a photo of a man in a blue shirt. The bottom-right window shows 'HEATING CENTRAL' with a photo of a man in a grey shirt. Each window includes a call-to-action button for booking an appointment online or calling a local rate phone number.

The Challenge

After installing VOIspeed in their London offices the challenge for Overland Associates was to route calls to its offshore operations in Malta. Ben reports:

"Normal telephone lines were not an option in Malta as the quality would have been poor, and the cost would have been 7 ppm higher than what we could achieve using VoIP. We decided, therefore, to use VOIspeed from the outset."

The main aim of using VOIspeed in Malta was to maximize cost efficiency. The company also wanted to increase productivity and to retain a local feel with UK telephone numbers. A successful outcome was vital to the business, as Ben explains:

"We have a 100% phone based company, so telecommunications is business critical".

The Solution

VOIspeed Software:

A Pronto Pro 20 licence, provides them with 20 extensions for 20 users. The software upgrade was done remotely, so there was no need to send an engineer on site.

VOIspeed Hardware:

Each user has a wired USB headset (Audio 625) that they plug directly into their PC.

Additional purchases:

The Company invested in a dedicated ISDN line and a stand alone server for VOIspeed with a suitable broadband connection to sustain quality VoIP communication. Already familiar with the VOIspeed system, the company became gradually autonomous in maintaining the installation thanks to VOIspeed's intuitive and easy-to-use administrative tools.

The Company routes all their ISDN and SIP telephone traffic from a data centre in Manchester to Malta and London via a high speed internet connection. All their staff can now log in to the system remotely, allowing maximum flexibility. They have opted for a combination of SIP and ISDN for outgoing calls, although Ben points out that "with our new service 'heating central' we use VoIP, mostly so that I can minimize costs".



"VOIspeed improves internal communication in the office... It's nice to call internally internationally without having to pay for it – I am now always on the phone to my colleagues in London!"

The Outcome

Savings:

The initial cost of this investment in addition to setting up a dedicated ADSL line with ISDN backup, is rapidly being recovered by all variable cost savings. Furthermore, as the business grows these savings will increase, as illustrated:

Example:

- Assuming talk time at 300 minutes per day x7p per minute more than VoIP (Malta international telephone call tariff)
- 1 person = average savings of £21 per day
- 50 people = average savings of over £1000 a day

In addition to no cost for inbound calls, it is free to speak to other locations across the VOIspeed environment, something which Ben appreciates: "It's nice to call internally internationally without having to pay for it – I am now always on the phone to my colleagues in London!"

Benefits in Productivity and Flexibility

Ben's testimony:

"With VOIspeed you can use a **remote login** from any location. For example, many staff prefer to do a short half day on Friday and work from home on Saturday instead, in the luxury of their own homes sitting in their pyjamas..."

"Also, VOIspeed **improves internal communication** in the office: you write a text message to someone (even during a phone conversation) and they receive it immediately - we like using the internal messaging service which is much easier than writing an e-mail." He also uses **internal messaging** and **call recording** for training purposes and intends to use the **call intrusion** feature more often.

Additional benefits:

"People think we are in the UK. You can phone us on a 0208 or 0161 number, and this reinforces the idea that we are a local UK operation".

Recommendation:

"I have already recommended VOIspeed to a few Physiotherapy businesses, one of which has installed it in their premises across London".