



VOIspeed Reseller Case Study

Strawberry Business Solutions and their client Simpsons Solicitors.

Read this interview with **John of Strawberry Business Solutions** about why he chose **VOIspeed UCloud** for his client, Simpsons Solicitors. You can skip to the end to read how they used UCloud to help Simpsons keep their business going and their staff working under lockdown, or learn about their journey: the challenge, the UCloud proposition and implementation and the end results seen by their client.

Strawberry Business Solutions is an IT company based in Stockport supporting businesses around Manchester and Liverpool. They have sold VOIspeed solutions for many years and so have a knowledge of the software. They migrated Simpsons Solicitors from the onsite PBX and VOIspeed V6 software to VOIspeed UCloud in May 2019.

Strawberry have full access to the administration portal for VOIspeed UCloud where they can see the list of all installations for their client and where they can control the configuration of each phone. They provide first line support and set up routing, train their clients on the user interface, and call VOIspeed's technical support team where needed.

Strawberry's client **Simpsons Solicitors** are a leading Personal Injury and Employment Specialist law firm. Simpsons currently have 34 phone system users, usually working out of two offices located in Cheadle and Liverpool, but at the moment the majority are currently working remotely from home.

The Challenge

"We proposed UCloud for Simpsons Solicitors to provide the most flexibility and suitability for all their users. One of the main features required was the quality of the calls, which was imperative, as many of the users need to communicate very concisely with their clients and also court officials, often in a conference call.

We had provided both Cheadle and Liverpool offices with a local PBX, which were linked to provide 'internal' calling. The solution worked very well but did have a few drawbacks, so we proposed upgrading to VOIspeed's UCloud Solution. This meant that all users were effectively on one site and then split into departments.

Also, the solution gave much more flexibility, allowing members from different sites to be part of a single group as required and the flexibility to be used off site.

The many features of the User Interface (UI) are also well used such as the instant messaging to relay information to colleagues who may be conducting a client call. The voicemail features are excellent with UI and email notifications, along with the ability to record a call if required.

The solution is ideal for Simpsons who rely heavily on telephone communication with all their clients."



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The Implementation

“The UCloud solution was implemented with the help of VOIspeed’s Technical department, all settings from both original PBXs were downloaded including the extensive address book.

When the UCloud service was ready to go live, we had a team in Cheadle and a team in Liverpool to simultaneously install and login the new User Interface (UI) and also to reprogramme the telephones, all this was completed in two hours! As reception was completed first there was no down time of incoming calls.

There were few obstacles to overcome initially, training was completed on a one to one basis as the users were familiar with previous versions offered by VOIspeed. Previous issues from having two sites was to route calls to various groups who shared the reception duties, over lunch time and also when users were on leave or absent. Having all users centralised on the UCloud made this become a very simple task as all calls to separate sites were now centralised.

One of the most challenging occasions was to prepare for the current pandemic and to set up all the users to work remotely whilst maintaining the same level of communications. We devised a solution faced with that task when we were asked to set up all users to work remotely from home, 5 users were furloughed initially, 2 were on Maternity leave and only 2 would still be going to the office, to maintain administrative work.

We set up the receptionist to work at home by moving her full system, we set up the VOIspeed App on all the remote workers mobile phones which after a few initial difficulties users found to be a good tool. For any users who could not use the App, due to incompatibility or signal issues, we installed the UI on their PC or laptop and utilised the facility to use their mobile phone as if it were a desk phone.

One of the great benefits of using the UCloud was the ability to quickly set up everyone to be able to work remotely. Also, it has been a vital tool in keeping all the telephone lines open to everyone from reception. This has been achieved by the initial set up that we completed at the start of the lock down.

To be prepared for any times when the main receptionist was not available to work, we needed a solution so that the ‘Reception’ could be quickly routed to another user, we set up a system of just three components that could be changed easily. We created a temporary reception group, a timetable capable to overwrite the main timetable, and a new voicemail. Once set up on the UCloud control panel, VOIspeed then routed all the numbers within the new configuration. With having this system set up we have been able to seamlessly change the receptionist, in one two-week period we had to change the ‘receptionist’ on a daily basis.

This system has been crucial in allowing Simpsons Solicitors to carry on their business throughout this very challenging period. They still have all users that were set up to work from home doing so and have slowly brought back the furloughed staff. We are still using this very simple system with great effect today!”

The Results

“Utilising VOIspeed’s UCloud has resulted in much lower telephone costs due to the reduction in the cost line rentals, call costs with the included minutes package. Also, as there is now no server on each site the stability of the telephone network has massively improved. **The return in investment was recovered in the first three months of operation.**



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As already mentioned, **the system has enabled all of the Solicitors to be able to work remotely at home and maintain the same level of communications with colleagues and clients. This has been achieved with both the flexibility and ease of the UCloud interface and staff being able to use either the App or their mobile through the UI.**

Before the Pandemic there were only one or two staff members who worked at home and that was only for one day a week each. When the pandemic was declared and everyone was asked to work at home, this resulted in all staff who were working from home were able to easily do so, with approximately 85% of all users doing so, 10% were furloughed and only two staff members working in the office.”

For further information on becoming a VOIspeed reseller or to gain further training on UCloud and how to set up workers remotely please contact our offices on 01727 848186 or email: info@voispeed.co.uk