

VTSL

experts in cloud communications



Flexible, Reliable, Trusted



At VTSL, we know a thing or two about how small businesses work and consequently are completely in tune with what you need when it comes to telecoms. And, we know that growing businesses like yours need telephone and data systems that work – inexpensively, efficiently and reliably.

We know that you need a phone and data solution that does exactly as promised, all day every day. You don't have time for workarounds and compromises. We know that you don't have a crystal ball and so can't see what's round the corner – consequently, your systems need to grow and adapt without breaking a sweat, just like you do. And underpinning all of this has to be trust: faith in someone who's able to help you with the expertise, solutions and approach you need without taking the shirt off your back.

With over 7 years' experience and proven cloud-based solutions, this is precisely what we do. Our customers recognise the value we deliver. We'll let them tell you about it themselves.

Contact us today to and discover the value we can add to your business:

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or visit our website at www.vtsl.net



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Flexible, Reliable, Trusted

Trusted telephony provider has SSG's fast moving business interest at heart

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"The thing with VTSL is that we have confidence in their work and trust their recommendations," she explains. "We know they have our business interests at heart."

Samantha Mills
Office Manager
Sutherland Smith Group (SSG)

One major advantage that the small and mid-sized business has over the large corporate is agility: responding to customer demands, making decisions and acting on them rapidly. Certainly nothing at brand design specialist Sutherland Smith Group (SSG) stands still for very long. Boasting some of the world's most innovative companies among its customers, SSG thrives by being able to meet their demands with ultimate flexibility.

The group comprises a number of businesses offering digital design, events, interiors, film and more. These enterprises can grow at different rates depending on activities within the customer base. This demands strength and flexibility from the infrastructure that underpins SSG – such as its telephone and data communications. This is provided by cloud-based communications experts VTSL, and office manager Samantha Mills wouldn't have it any other way.



A constant in an ever changing world

Like many office managers, Samantha has organised her fair share of office moves with SSG and other companies. Extensive growth has seen the group move premises a number of times, yet among all this activity there is one constant: the telephone and broadband capability provided by VTSL.

Despite a physical change of address, the VTSL system ensures that everyone can still be reached on their existing number. The system's flexibility means that when SSG brings in freelancers to work on events, sometimes doubling the size of the team, the telephone system easily accommodates this growth, and reverts to size once the event is complete.





Faster, more reliable dedicated broadband

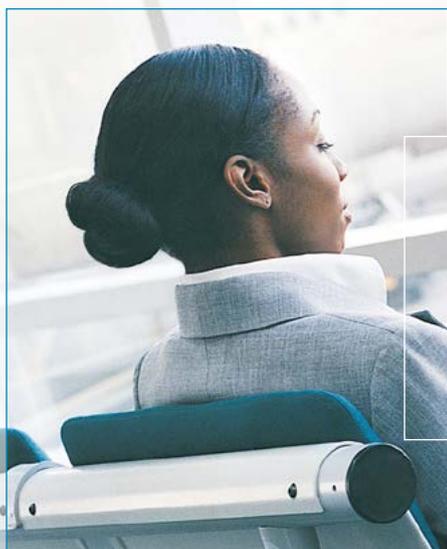
Because of the fast-moving nature of its business and the global reach of its clients, broadband is crucial to SSG operations. Much of the company's work involves producing events anywhere in the world and requires a lot of coordination against tight deadlines as well as large artwork and presentation files to transmit. The leased line previously used by SSG frequently meant bandwidth restrictions and a slow running internet. As a result important presentations for a product launch could be held up by various servers and not reach the customer quickly enough. After talking with VTSL the problem was solved with a dedicated EFM (Ethernet for the First Mile) cable. This gives them a much more reliable and productive broadband experience. "Broadband speeds increased 200% when the VTSL line was installed," says Samantha. This has had a positive impact on

business. When a large mobile communications company held global launch parties simultaneously in London and New York, SSG ensured it all happened seamlessly thanks to better, faster and more reliable internet connectivity.

A trusted supplier 'up there with the best'

Conscious of budgets, Samantha looked at alternative providers for the EFM line and found that SSG's trust in VTSL simply didn't warrant changing suppliers. "The thing with VTSL is that we have confidence in their work and trust their recommendations," she explains. "We know they have our business interests at heart."

From an office manager's perspective working with VTSL has been like a breath of fresh air for Samantha who has previously worked with several telephone companies. As she says, "VTSL is definitely up there with the best."



Flexible telephone system fuels growth for Oliver Parks

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The charges we pay VTSL for our calls are very competitive and, importantly, very consistent – a real concern for any growing enterprise.”

John Reay
Managing Director
Oliver Parks



Every small and medium-sized business is driven by a need to grow: to win more customers, grow revenues and increase market share. Making sure that you have the right resources to handle growth can be a balancing act between tomorrow's needs and today's budget. When contacting people is the lifeblood of your business success, it's vital to have a reliable telephone system with the flexibility to meet your needs both now and in the future.



A telephone system that seamlessly keeps pace with growth

This is certainly the case for IT recruitment specialists, Oliver Parks. Within 18 months the Newcastle-based executive search company has grown its headcount fourfold and has established new offices in London, New York and Germany. This impressive growth has seen the company move from expensive serviced offices to increasingly larger offices to accommodate more consultants. The company's cloud-based hosted telephone system from VTSL ensures that business continues as normal during and after any office move – with no change in telephone numbers and no disruption to service – and also seamlessly keeps pace with rapid growth.

“Ours is a contact business,” explains managing director, John Reay. “It is all about the relationships we build by getting through to the right people and spending time with them on the phone. Telephony is really core to our business.”



Cost effective, flexible and reliable

Oliver Parks opted for a stable, trusted telephone system that could easily adapt to meet its growing needs: one that didn't involve a hefty investment in hardware; that could be easily managed in-house by an office manager; and that didn't present any surprises when it came to the monthly bill. "We are heavy telephone users," John says. "The charges we pay VTSL for our calls are very competitive and, importantly, very consistent – a real concern for any growing enterprise."

As the company grows internationally senior managers use the same system from home, for example, to call different time zones. Using a reliable hosted telephone system also ensures that candidates and employers get a personalised, responsive service by contacting their consultant directly – wherever they are. This gives Oliver Parks an advantage in the highly competitive recruitment industry.

Management information improves performance and fuels growth

While the flexibility and reliability of the cloud-hosted VTSL system ensures that business keeps moving, the VTSL solution also makes an invaluable contribution to the company's growth. A 'wallboard' provides management information about what is happening on the phones. The VTSL call reporting facility helps Oliver Parks incentivise people to adopt the behaviour of high performers as well as identify performance dips quickly, preventing costly losses. "There is a direct correlation between time spent on the phone and a consultant's effectiveness," explains John. "The business insight we get from our VTSL system helps us protect business, as well as identify the models that work and make sure we apply them to fuel future growth."



IT services company, BTA Ltd enjoys a corporate telecoms platform for an SME price

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This spoke volumes about VTSL's responsiveness and commitment to customer service. "Even though," as Richard says, "we weren't customers at the time, but we soon were."

Richard Taberner,
Managing Director
BTA Ltd



When an important contract comes up for renewal, there is usually a decision of whether to stick with what you know or switch to the promise of something better. With its existing telephone service contract due to end, IT services company, BTA Ltd made a wish list of features it wanted from a new system and then set about finding the right solution at the right price.

Wanted: reliability, flexibility and increased productivity

For managing director, Richard Taberner, the decision to upgrade to new features was a business necessity. His sales and technical directors were pushing for ways to report on calls to get a better idea of how sales and support staff were performing. "We use the phone to both win and keep business," explains Richard. "So we needed a system that not only handled calls reliably, but could help us manage and grow our business – something we found in VTSL."

The first step was to talk to the existing provider whose on-premise PABX system had been in place for a number of years but had limited functionality. Adding the desired capabilities would involve an additional capital cost of £10-15,000 plus increased service charges. Understandably for a relatively small and growing business, BTA searched for more cost effective options and spoke to hosted telephony specialists VTSL.

Live wallboard capability added on request

While impressed with the ease of use and flexibility of VTSL's products, BTA particularly wanted a live wallboard, something that was on VTSL's product roadmap for future development. So BTA's search continued. However, eight weeks later Richard received a call asking if he'd like to see a demo of the wallboard that VTSL had just developed. It was exactly what BTA was looking for. This spoke volumes about VTSL's responsiveness and commitment to customer service. "Even though," as Richard says, "we weren't customers at the time, but we soon were."



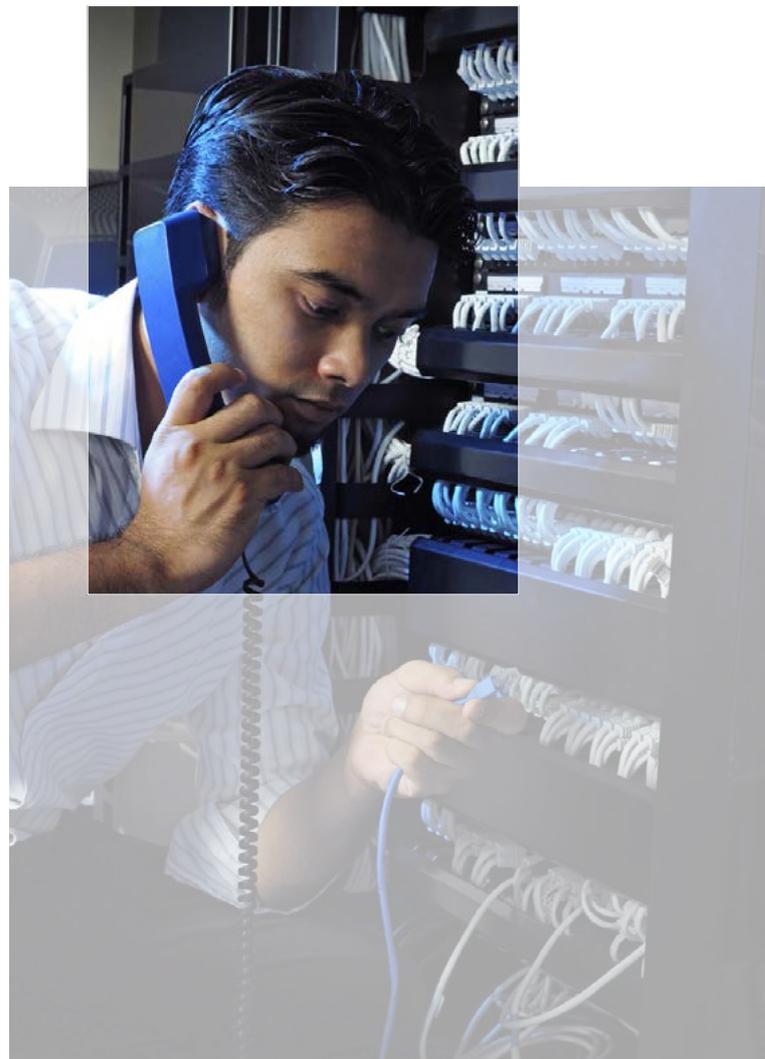
A corporate-level system without the outlay

With the increased functionality of the system as standard, Richard considers that BTA has “bought into a corporate telecoms platform for an SME system price.” He continues, “When you buy an SME telephone system you have to accept what it can do – with a hosted system you get a corporate level of functionality without the outlay.”

Financially the solution ticked all the boxes for BTA , even down to the fact that existing handsets could be reprogrammed and used within the new system. And there followed a seamless installation which Richard describes as “a walk in the park”.

Enabling better customer service

Today, BTA benefits from a hosted telephone system that can handle five times the number of calls for around the same price as the previous, outdated system. Additional benefits, in the shape of new contact-centre capabilities, deliver value to the IT specialist’s growing customer base – including call-queuing, call-reporting, call-routing to support engineers’ mobiles and a better ability to provide out-of-hours support for customers subscribing to that level of service.



Customer satisfaction comes first: Met Serve improves customer service with combined voice and data system

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“VTSL work with a real spirit of cooperation,” says John. “They have delivered everything we have asked and have shown real enthusiasm to help us achieve our business goals.”

John Ray, Director
Met Serve Ltd

Winning in highly competitive markets involves offering the customer the kind of excellent customer service that competitors just cannot match. Plumbing specialist, Met Serve Ltd realised this a long time ago and today reaps the value of its unparalleled customer service. Glowing testimonials on the company’s website show how its high service levels are valued by customers, and explain how the company continues to flourish in a crowded market.

Delivering consistently excellent customer service demands fast, accurate communication between the customer, the contact centre and the plumbers on the road. Met Serve’s thirty-five plumbers respond to over 4,000 calls a month, meeting the regional demands of the Dyno Plumbing group’s customers.

“We cannot afford to let a single customer down,” explains John Ray, Director of Met Serve. Providing plumbers with fast, accurate information about jobs demands a resilient and reliable communications system.

A move into larger premises prompted Met Serve to research the market for just such a service – selecting a data and voice system from SME telephony experts, VTSL.



Improved telephone services back at the office

The contact centre nature of Met Serve’s business mean that improved telephone services from VTSL – such as call queuing and increased capacity – play a vital role in delivering high levels of customer service. Not only does the contact centre team now deal with telephone enquiries more efficiently but, by monitoring usage and effectiveness of calls, the management team can find ways to continually improve service levels and increase competitiveness.





EFM delivers fast, accurate information into the field

Efficient data communications also plays an important role for the business. Details of each job are distributed to receivers in the plumbers' vehicles via a work management system. The increase in speed and accuracy that this gives Met Serve has been of enormous benefit in terms of efficiency and customer service. However, as John explains, it's only as good as the communications system enables it to be. "If the telecoms system goes down we are blind, deaf and dumb," he says. "We lose business if we can't make calls or run out of capacity."

Recognising that standard broadband was insufficient for the company's needs, VTSL recommended Ethernet in the First Mile (EFM) to provide dedicated and uncontended bandwidth. For a business operating on tight margins, Met Serve has to use its money wisely. EFM provides a cost effective alternative to fibre-optic Ethernet or leased lines, without compromising quality or service levels.

Spirit of cooperation helps drive competitive advantage

By choosing a solution from VTSL, Met Serve has been able to consolidate voice and data to one connection, and reduce the risk of system failure or other companies' traffic taking up bandwidth. For Met Serve this helps keep customer satisfaction levels high and ensure valuable competitive advantage. "VTSL work with a real spirit of cooperation," says John. "They have delivered everything we have asked and have shown real enthusiasm to help us achieve our business goals."



Flexible telephone system ensures Age UK Rotherham isn't snowed under

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Every resource we use has to earn its keep and be flexible to meet the needs of our staff, the vulnerable older people of Rotherham and the people we deliver services for," explains Lesley.

"The VTSL telephone system we now have certainly does all of that and more."

Lesley Dabell, CEO
Age UK Rotherham



No matter what challenges are thrown at them, businesses need to continue operating, rain or shine, flood or blizzard. For organisations whose customers depend on being in contact with them, a flexible, reliable telephone system is a lifeline – literally so in the case of Age UK Rotherham.

On her appointment as CEO, Lesley Dabell undertook a review of the resources in place to help over 8,000 older people in the Rotherham area live as independently as possible. One area of particular concern was an antiquated telephone system. A lot of the support offered by Age UK Rotherham depends on staff and volunteers, expertise and information being accessible by phone. When events, such as extreme weather conditions, put this under threat, the charity's ability to deliver is at risk. As Lesley says, "If we can't deliver, we put our reputation and future at risk. But more importantly, we put the people we are set up to help at risk too."



Flexibility ensures business continuity in the face of extreme challenges

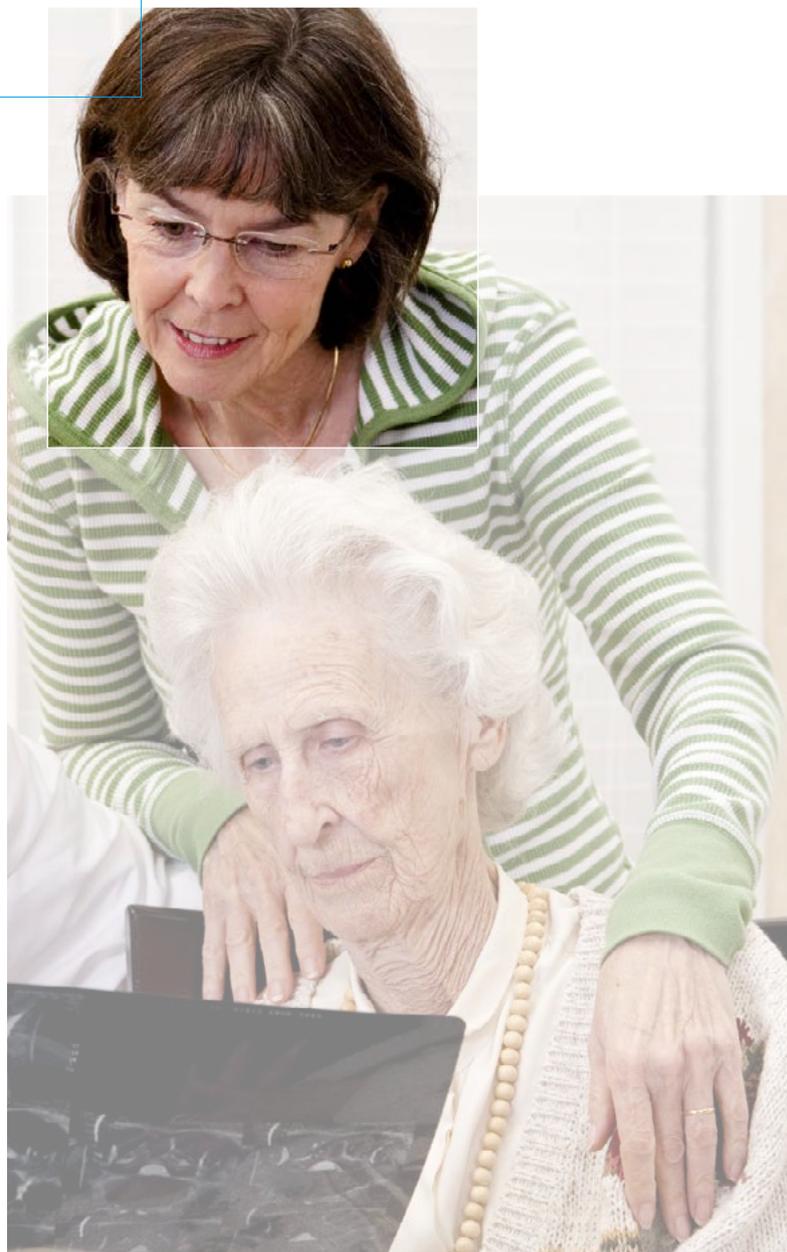
After the floods of 2007 brought severe disruption to the town, Age UK Rotherham looked at its capability to continue to provide services in the face of a disaster, especially one caused by bad weather. It recognised the need for a new, flexible telephone system that could be managed easily and securely from a remote location. Age UK Rotherham installed a cloud-based VoIP system from telephony specialists, VTSL. The system offered Lesley and her team precisely the flexibility they needed and proved its worth during the extreme winter of 2010-11.

Service continues when older people need it most

Heavy snowfall affected the UK for several weeks with 40 cm of snow falling on Rotherham on one day alone. During this time many older people were stranded in their homes. This naturally added to feelings of isolation and loneliness, as well as anxiety about running out of supplies.

Over this period, Age UK extended the operating hours of its helpline from 8 a.m. to 8 p.m. and for a number of hours over the weekend. The flexibility of the VTSL system meant calls could be put through, seamlessly and securely, to the home or mobile number of staff members. The coordinator could even switch calls through to the next person on a rota remotely, without having to be in the office. As a result, Age UK Rotherham was able not only to maintain contact with people who regularly used its services, but also answer an increased number of calls made to the helpline despite staff not being able to make the journey into the office.

“Every resource we use has to earn its keep and be flexible to meet the needs of our staff, the vulnerable older people of Rotherham and the people we deliver services for,” explains Lesley. “The VTSL telephone system we now have certainly does all of that and more.”



Age UK Rotherham installed a cloud-based VoIP system from telephony specialists, VTSL.



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