

CASE STUDY

PENNYS

swcomms links four branches of Pennys estate agents with a cloud-hosted telephone solution.

Pennys is a multi-site estate agents based in the South West with branches in Exeter, Exmouth, Budleigh Salterton and Seaton.

Pennys was using standalone telephone systems at each of their branches. They wanted to link all their offices so they were able to pick up unanswered calls from any office and easily transfer them anywhere in the business to maintain excellent customer service standards...and to avoid missing a potential sale or new instruction.

We looked at the possibility of upgrading their existing systems and connecting the branches with a wide area network, but this proved more expensive than investing in a **cloud-hosted system** which would answer all of their needs. **swcomms** deployed their Horizon cloud telephony solution using assured broadband connections that are just used for voice traffic to connect each office.

There was no need to invest capital expenditure as Horizon is based on an inclusive **operational expenditure model**. Pennys used to pay for ongoing costs for maintenance and support. They also spent around £150 per month on call costs.

These costs are all included in our cloud-hosted solution on a per user basis. With site-to-site calls and calls to landlines and mobiles free of charge, Pennys made **savings of £2,000 per year**.

All software upgrades are included too which means Pennys system will never become obsolete. This is a future-proof solution; extra seats can be added whenever they are needed at any location to accommodate growth and expansion in the future.



The flexibility of a cloud-hosted solution does not end there. Not only were Pennys able to **port their existing numbers**, they can also easily divert calls in the event of an outage in a matter of moments instead of the more laborious process involved with diverting ISDN or PSTN lines. Incoming calls can be diverted to up to 150 lines, including mobiles, using an easy-to-use web portal.

This same web portal gives Pennys **call statistics**, such as incoming, missed and engaged calls, so they can adjust their staff accordingly to meet any peaks in the trends. Out-of-hours messages are set up on the portal too and these can be easily changed by in-house staff.

The Horizon solution enables staff to embrace **mobile working**, an important requirement for estate agents, who are often away from their desks on appointments. Incoming calls can be answered on desk phones or mobiles, but the caller will only ever have one number to call.

Ongoing calls can be moved seamlessly from one device to another without hanging up and a single voicemail box can be accessed from any device.

swcomms also deployed the Horizon desktop Cclient for each of Pennys users giving them access to a range of **unified communications features**, so they can monitor their colleagues' status and send an instant message when a call is not appropriate.

All user training was provided by **swcomms** and we remain their **first and only port of call** in the event of any issues with the solution.



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