

# CASE STUDY

## REDPOST EQUESTRIAN

swcomms deploys a cloud-hosted telephone system for this retail business in a remote, rural area where internet connectivity is a challenge.

Redpost Equestrian has been a family-run in-store retail business since 1992 and online from 2012, selling saddles, tack, rugs, etc., for horses plus clothing for their owners and riders.

We went to see Redpost Equestrian when they wanted to upgrade their telephone system. The location of the business in Littlehempston was a challenge.

While it was perfectly located to suit the needs of its rural customers, the connectivity provision to the area was very poor, which meant using internet connections for telephony purposes was difficult.

Redpost had looked at several options, including wireless broadband, but the business owner was not convinced they would cope with both his voice and data needs. He was also keen to upgrade to a cloud-hosted telephone system, as he was aware of the **impending ISDN switch-off** that would mean traditional line options would no longer be available.

Our communications consultant and presales team designed a solution that met Redpost's requirements. Rather than trying to share internet connections for both voice and data we recommended using voice-assured circuits.

While other hosted telephony suppliers may opt to run their systems on whatever broadband connections are available to make the cost sound appealing, **swcomms** always ensures their customers get the voice quality their business needs. By using voice-assured circuits, Redpost **enjoys superior voice quality**, which they needed, as incoming calls are largely from customers placing orders with them.



We installed a Gamma Horizon telephone system using Redpost's existing telephone number. The new solution did not require any upfront, capital payment. It is a subscription service whereby Redpost pay on per-user, per-month basis.

All ongoing support and software upgrades are included in the price for complete peace of mind, while calls to UK landlines and mobiles are free. This saving, along with the lower cost of the voice-assured circuits, means Redpost are paying less for their new telephony services than they were paying to BT.

The solution is capable of handling five concurrent calls at any one time. Of the 12 new handsets they chose, Redpost opted for eight Yealink DECT models to give their staff the ability to roam around the store but still be contactable.

Calls flow to all available members of staff using hunt group functionality, so Redpost should **never miss a call**. Voicemail is also available for any out-of-hours queries.

Our engineer worked alongside the business owner and communicated with BT Openreach to ensure the installation was as smooth as possible before end user training was delivered to ensure the staff could all use the new phone system from day one.

Redposts's aftercare now lies with their dedicated account manager complemented by the support desk and our customer service team.

**"swcomms has been a pleasure to deal with and deserves high praise for customer service. The engineers who carried out the install could not have been more helpful."**

**Ben Tuff, owner**



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