

CASE STUDY

Penny Smyth Estates



Background and Challenge

Penny Smyth Estates Limited was established in 2010, by Penny Smyth and since then the business has grown and evolved to become a respected name in the local property market, featuring a range of properties across North Down and Greater Belfast. The company pride themselves on professional and dedicated sales, lettings and property management services and in matching people with their perfect home.

When meeting Simplicity Group Penny had some core issues with her current solution which centred around quality of customer service and quality of current phone system which caused continual disruption to the communication in the business.

Task

Provide Quality Customer Care with a phone system that is reliable and provides the business with a first class communication platform to service their many clients.

Solution

Simplicity Group provided Penny Smyth Estates with their market leading VOIP platform backed by Gamma FTTC connectivity providing HD call quality and simple customisable call flows.

With the nature of Penny Smyth Estates being in a flexible working environment with site visits being a regular occurrence to clients properties both residential and commercial, it is important that calls can be diverted at ease and transferred swiftly to company mobiles. This feature enables the business to be dynamic, also with Penny's extension being the most commonly used she operates a mobile application which turns her mobile phone into an extension allowing calls to be transferred via the mobile with full system functionality including placing customers on hold even when away from the office giving great flexibility.

The new solution comes with a simple easy to use interface giving Penny administration rights to make changes to the system herself such as upload holiday messages and change voicemail and call flow settings. These simple changes allow for hassle free communication always knowing she has the full support of the simplicity service team and her dedicated account manager to support her with any changes she needs.

Testimonial

My experience with all the staff at Simplicity Group has been nothing but amazing. I can't recommend them enough with a first class system and proactive approach to customer care. It's great to have a local company and local account manager to soundboard ideas with to really get the most out of our phone system and keep us up to date with the latest solutions available to use.

Penny Smyth
Director
Penny Smyth Estates

Catherine Colton, Simplicity Group Business Development Manager Comments:

From meeting Penny it was clear from the outset she wanted a supplier that shared similar principles to herself with a dedicated to professional service and sales with a core focus on after care. We are delighted to support the communication of Penny's business and see our products and service helping her business continue to thrive.

