

Case Study

Assisting Koi Hut with updated telecoms systems to ensure their operations run as smoothly and professionally as possible

Koi Hut.co.uk

Summary

Koi Hut opened in 2016 and has grown to become one of the best-known specialist retail store chains among the local fish-keeping community in the Solent region.

The company offers a dedicated Koi health specialist, stocks of dry goods as well as two fish rooms housing 27 holding tanks and quarantine facilities which are housed separately.

They also offer customers a bespoke pond-building service.

All of this is delivered from a chain of four separate retail outlets in Southampton, Gosport, Havant and Leigh Park. However, this did mean that Koi Hut's business-wide communications needs were too complex for their traditional, physical phone system to cope with.



The Problem...

Koi Hut is run from four separate sites, each shop had a static phone system with its own phone and number.

If a customer rang a shop where the staff were busy with customers, the phone wouldn't get answered and business was potentially lost, this was a huge cause for concern.



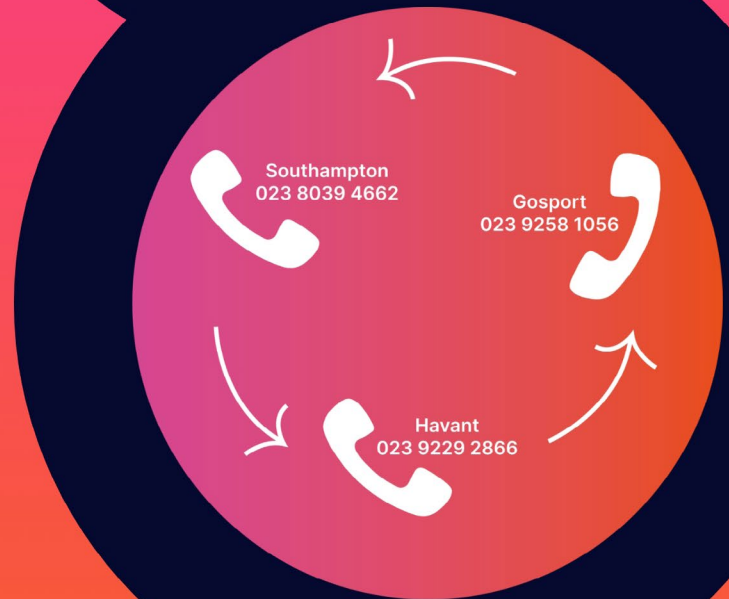
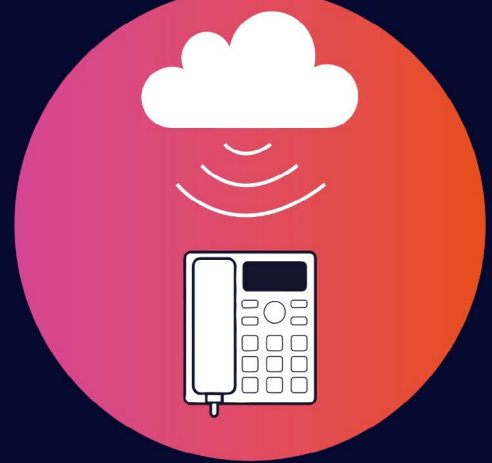
The Solution

A new VoIP digital system was installed by Syn-Star technicians, linking all of the shops together.

Now, each shop has its own phone number but incoming calls can be auto-directed to another shop after a set number of unanswered rings if the staff are busy with customers, and then to location-specific voicemail-answerphone.

Each Koi Hut premises now has a mix of static phones and mobile handsets, so that staff can work around the shop with a phone in the pocket.

syn-star





Results

The auto-direction and answerphone function is an effective advertisement to inform customers that their local Koi Hut isn't alone but a part of a wider enterprise. It also takes the stress away from staff, letting them get on with helping customers face-to-face without worrying about losing phone business.

Better communication between sites also means better coordination between shops for stock ordering and movements.

Koi Hut said:

"We now have much better flexibility of communications across the Koi Hut business with a more modern telephony system. In addition, we are getting much better connectivity over broadband with VoIP as an added bonus!"