

How we met varied communication needs across a complex and diverse business organisation.

Key Outcomes

- ✓ New recommended VoIP system installed
- ✓ Busylamp installed on all phone systems (pc, mobile and physical showing each employees availability)
- ✓ Automatically raised weekly report of external & internal calls

More about this organisation

This business is a family-run freight and distribution specialist based in Portsmouth.

The company's premises involve a mixture of employees from logistical coordinators, operational managers, warehouse attendants, drivers, and night staff.

They cater for an extensive portfolio of European and international freight delivered by a variety of modes, including road, sea and air. They were founded in 2001, when it first began it was only two men and one van (as the name suggests).

Over the years the company has grown rapidly, which required an increase in experienced office staff and drivers. From just one van, they now run a modern, emissions-friendly diverse fleet of over 30 vehicles which range from 3.5-tonne rigids to double deck artic trailers.

Of course, with growth comes the requirement for more intelligent technology, such as a flexible but reliable phone system which can handle the continuous increase in internal and external calls.

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Key Outcomes



Softphone system installed on all pc's



Headsets for any employees to use and multitask with ease



Mobile app available to all employees to download if they wish to work remotely or on the move.

The Challenge

TOperations Manager Fabienne Tyler.

“When I joined the family business, six years ago the company was operating with a standard analogue telephone system,”

“The desk phones were bulky, taking up much needed room on the desktops. Every office employee received every incoming call and it was a race for who could answer it first; from there, calls had to be redirected.

“Extension numbers were typed, printed and stuck next to the phone for a quick reference and there was no way of knowing who was on a call until that engaged tone was heard through the receiver”

“Our large and busy onsite warehouse complex was fitted with a phone so that our office staff could contact warehouse workers with queries. However, the faint sound of the ringing often went unheard over the sound of palletising goods and loading trucks. When the phone was heard an employee would have to stop what they were doing to answer the call which lost precious time.”

“If the matter was urgent and the call went unanswered, a member of staff would have to go down to the potentially hazardous warehouse to source seek an employee directly, which was highly disruptive, inefficient, and potentially dangerous.”

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Client Quote

“Our phones are answered, directed more smoothly and efficiently now, giving a better service for our customers, who get a first impression of a slick and efficient operation.”

“We can use the generated reports to see how we handle calls and how we can improve moving further.”

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The Solution

As technology evolved, Fabienne the operations manager had heard about the benefits of moving to a VoIP system and Syn-Star stood out as a well-established and trusted company.

The first thing we did during the onboarding process, was find out more about the individual needs of their staff and their various roles within each department. We explored how the different parts of the business could benefit from specific kinds of telecoms.

The implementation of the recommended system increased efficiency and simplicity, which allowed the company to process calls much quicker and to the correct employee unlike previously.

Streamlines calls

“Our office number now connects the caller with a menu and we can choose the correct department to handle their query,” explained Fabienne.

“The menu rings all users within a department, so the query can be answered quickly and efficiently, reducing hold time and the requirement for transfers. “It also allows us to set an out of hours menu so that urgent calls can be directed to a nominated person when the office is closed.”

Syn-Star’s technicians enabled Busylamp™ on all phone systems (pc, mobile and physical) which showed the status of all phone users within the company, this now saves valuable time because it’s clear if someone is available to take a call or not. Transferring the calls is quicker too because users just need to select the right name.

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Reports

The behind-the-scenes portal enables the staff to generate a variety of different reports, including an automatically raised weekly report of external and internal calls made and received per user.

This allows managers to check how quickly calls are being answered, which department is the busiest and to ensure that calls are being handled fairly between staff.

Multitasking

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Flexibility

Another feature of the new telephony system is that users have access to a mobile app so that they are contactable whether working from home or travelling to meetings. This facilitates hybrid working and allows for more working flexibility.

For example, should an employee have to work from home unexpectedly, they can use the app to actively take calls as though they were still in the office; they no longer need to use their personal number either. This app is also used for the warehouse so that they can hear and answer calls wherever they are.