



Company Case Study

Modernising internal communications for a complex organisation: Koi Hut

Key Outcomes

- ✓ New VoIP digital phone system installed
- ✓ All locations communication are now linked
- ✓ Individual numbers for each shop
- ✓ Auto redirection when call in unanswered
- ✓ Location specific voicemails

About Koi Hut

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 dry goods as well as two fish rooms housing 27 holding tanks and as quarantine facilities which is 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.

Modernising Internal Communications

The complete telecoms solution

Business Telecoms

Moving to a digital phone system means you can take advantage of the most advanced tech which can improve your businesses productivity and downtime.

The Challenge

Running 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 was busy with customers, the phone wouldn't get answered and business was potentially lost.

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.

The 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.

The better communications between sites also means better coordination between shops for stock ordering and movements.

Client Quote

Mike Eames

"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!"

syn-star
IT - Telecoms - Technology

 **Email**
hello@syn-star.co.uk

 **Website**
syn-star.co.uk

 **Call us**
0333 242 2447