



## Case study: The Square Window

**The SquareWindow**  
*Clear Effective Marketing*

# Adding extra telephony features with FeaturePlus

## About The Square Window

The Square Window is a young, dynamic consultancy based in the South of England. With over twenty-eight years combined marketing experience, the two directors have worked with successful UK companies and top marketing agencies in both Business-to-Business and Business-to-Consumer marketing. They have two home-offices, one in Kent and one in Sussex with two lines at each office, one for calls and one for fax.

## The problem

After a number of years of operation and as the business grew, the two directors realised that a problem existed with their chosen telephony solution. Their current BT PSTN service, although reasonably cost-effective, did not provide them with the features and functionality that would allow them to handle their calls more efficiently, whether having made them or received them. They wanted to give the impression of a single-site professional company when dealing with customers on the phone, but without having to compromise on price.

The Square Window also needed to factor in to their decision making that, as with all growing businesses, they would have to move premises at some stage in the future. It was vital that they would have the ability to keep their landline number so prospects that they had given their contact details to would

still be able to make contact with them.

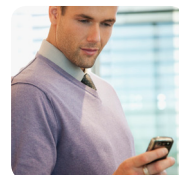
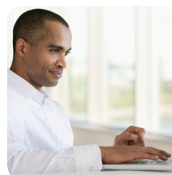
Just as important was that the solution chosen would give them the confidence that they would never lose a call whether they be on the road visiting customers, suppliers or each other.

## The approach

FeaturePlus was chosen by The Square Window as it offered a host of inbound and outbound calling features that would help the company project a professional image through more effective call handling. For less than they paid BT and the company received the added benefit of free calls and free call transfers between their two offices.

## The Solution

As with the majority of small businesses today both Square Window home-offices already had installed a business ADSL service. Using FeaturePlus meant that the company could now combine the two lines at each site to one that supported both their fax, voice and data requirements. There was no need to send an engineer to the site to install any expensive IP phones and within 5 working days the FeaturePlus service was self-installed and working.





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FEATUREPLUS 

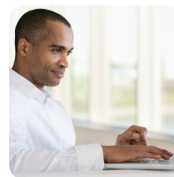
“ FeaturePlus gives us the ability to forward calls to each other’s offices or our mobile phones so our calls are never lost when we are on the move. The SMS voicemail alerts which get sent to my mobile mean I can collect voicemails when out of the office and follow them up promptly when needed. This is a huge bonus and isn’t something that BT offers. We are now in a position where we never lose a call or a sales enquiry, which is vital to the survival and growth of our business.

*Simon Clark, Director and Co-Founder of the Square Window*

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### Benefits of FeaturePlus

- More efficient call handling with features like attended and unattended call transfer.
- The customer can keep their number, reducing their cost of change.
- Lower cost calls for all call types.
- Zero-rated calls to your other FEATUREPLUS numbers meaning zero-rated site to site and internal calls.
- Reduced line rentals.
- Plug and play hardware with a user friendly, intuitive ‘On screen’ system.



**Clear. Creative. Communications.**

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