



Using FeaturePlus to run three businesses from one office

About VC Warehouse

VC Warehouse is a video conferencing company based in Cornwall. Owner Mike Shaw also owns a number of other businesses, all of which are run from a home office and employees are widely spread around the UK.

The main challenge is that Shaw's office is located over seven kilometres from the nearest telephone exchange which means that he has real difficulty getting phone lines and enough cost effective bandwidth to run the businesses.

What phone system did they have?

VC Warehouse had been using FeatureLine from BT but found that it had limited features, was complicated, expensive and lacked other important functionality that was needed to run three businesses from one office. For instance, it was very difficult to forward calls correctly and often customers found themselves at the wrong company's voicemail, which caused much confusion and potential lost business.

What did they choose and why?

The company selected FeaturePlus from Gamma because it offered great flexibility as well as significant cost savings on line rental and call costs. Shaw's FeaturePlus telephony system includes two Broadband circuits and six FeaturePlus numbers. By bonding together the two broadband lines, Shaw has been able to create enough bandwidth to give his company HD video conferencing capability and exceptional call quality. Bonding together two BT lines would have cost Shaw three times as much.

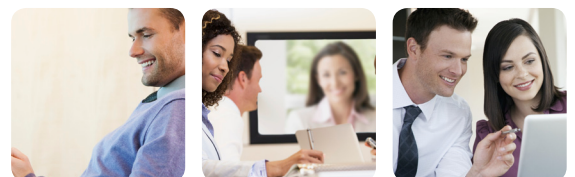
How did the implementation go?

The implementation was very straightforward and took less than a day. The few issues that occurred after installation were resolved very quickly. Shaw formed a good relationship with the installation engineer and gave him some feedback which was relayed to Gamma and consequently included in the next round of product enhancements.

“Juggling three businesses from one office is no easy feat so we needed a flexible telephony system to help us route calls correctly. The new system is highly cost effective so it allows us to keep costs down so we can focus on growing our businesses instead of worrying about money

Mike Shaw, VC Warehouse

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Case study: VC Warehouse

FEATUREPLUS 

“ I was extremely pleased with how quickly and easily Gamma’s solution was implemented. The engineer and I developed a strong rapport and I was impressed when the feedback I had given made its way into the latest features upgrade. Such great customer service made me feel like my opinion was valued and it was great to be able to contribute something that might make life easier for other small business owners like me. ”

Mike Shaw, VC Warehouse

What impact has the new system had?

Lower costs: The new telephony solution is significantly cheaper because Shaw no longer needs to pay for separate telephone lines for each business and has gone from four BT lines down to one. Shaw has been able to accommodate his dispersed work force without paying for separate phone lines for them.

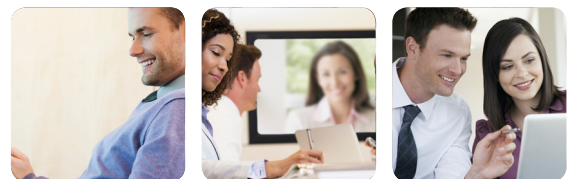
Providing a professional service: FeaturePlus allows the small business to project itself as a highly professional and much larger organisation by giving each of the three companies a unique ring tone. This allows incoming calls to be differentiated and answered appropriately.

Business continuity: Shaw has purchased another two broadband circuits from another provider so that his businesses have redundancy in place. However, with such a reliable Gamma connection these are just a back-up plan. FeaturePlus has also enabled Shaw to forward calls so that, in the event of a long outage, calls will automatically route to the correct voicemail.

Flexible and robust: The solution is also extremely flexible and allows Shaw to scale up and down according to growth of the business or more challenging economic times. In addition, while there are traditionally challenges, such as delay, when running quality sensitive applications like video conferencing over broadband/IP, Gamma’s robust system means that this is now possible for Shaw.

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.

Kings House, Kings Road West, Newbury, RG14 5BY

Tel: 0333 240 3000 | Fax: 0333 240 3001 | Email: marketing@gamma.co.uk

www.gamma.co.uk

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