



Using Communicator to manage two companies sharing the same office

About Greenstone

Greenstone Carbon Management is a London-based organisation in the business of providing carbon measurement and management advice to companies.

They work with major companies to account for and drive down carbon usage, realise operational cost savings and reduce the impact of emissions. This rapidly growing, successful business now employs twenty-two people.

They share a new premises off Regent Street, London with their sister company, St. Albans Capital. A number of directors and some staff work for both companies, hence the need for a shared premises and phone system.

What phone system did they have?

The previous phone system was a traditional PBX supplied by their landlord at their previous premises.

Why were they looking to change?

Firstly they were moving office as they were outgrowing their existing premises and also needed to cope with a growing number of staff.

Secondly, sharing an office with their sister company, St. Albans Capital, caused additional challenges as there was only one inbound number for both companies and any calls made by the Greenstone employees presented the St. Albans number.

What was attractive about Hosted?

The ability to 'segment' the system into two companies, despite them sharing the same physical resources, which is something you can't do with a traditional telephone system. Flexibility and scalability are also the key factors. Greenstone preferred to avoid a large up front capital expenditure and pay for their phone system as they use it.

How did the implementation go?

The system itself was easy to install as it was simply transferring and expanding from the trial system that had been set up at the old office. The only problem Greenstone had was being let down by BT with access circuits at the last minute prior to them moving in. This was initially overcome by installing a wireless 3G router that their installer was able to provide.

“ The service provided a low capex solution with more flexibility and features (e.g. home working, different geographic numbers for the same office etc.) It was of significant help having a trial system implemented in our old offices before making our final decision. This allowed us to test the system's quality and functionality without any risk

Matthew De Villiers, Director, Greenstone Carbon

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Case study: Greenstone Carbon Management



“ The great thing about Gamma’s telephony service is that it’s so easy to use. We’ve made major improvements in the way we handle telephony internally, but are still just scratching the surface in terms of what we can do with the Communicator service. We just need time to get to the next level of sophistication. ”

Suzanne Cribb, Greenstone Carbon Management.

What impact has the new system had on Greenstone Carbon Management?

Costs

“ As the headcount has trebled in the company it is difficult to do a like-for-like comparison of costs. One thing I can categorically say is that the new system is less expensive than the money we would have to pay to implement a traditional PBX to cope with our increase in size. To be honest, the improvements in call handling, brand image and office productivity would have been worth an increase in costs anyway. ”

Matthew deVilliers, Director, Greenstone Carbon

Working practices and productivity

Receptionist: The calls are answered by the individual or by one of three staff who act as receptionists. If no-one is available, the voicemail answers the call in the name of the company or, if callers have dialled direct numbers, the person themselves. An easy-to-use auto-attendant also helps callers get through to the right people quickly.

Field-based: Field-based staff only need publish one direct dial number and callers can reach them whether they are working from a desk phone in an office or out on their mobile. They can even take a call on the mobile and then pick it up seamlessly on a desk phone.

Twinning: Both companies have different phone numbers even though they share a single phone line, with St Albans using 020 7 and Greenstone 020 3.

Benefits of Communicator

- Gives your staff access to voicemail, auto attendant and hunt groups .
- The user’s personal settings and features are available from ANY phone in the company, including those working from home.
- Saves manpower and costs in managing telephony.
- It is completely scalable, so you only pay for what you need.
- No major capital outlay on hardware or maintenance costs.
- No need to change your phone numbers, simply port them across.



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