

CASE STUDY

UNIFORM-AGRI

UNIFORM-Agri benefits from a flexible cloud-hosted telephone system with built-in business continuity, support, lines and call costs.

UNIFORM-Agri is an international company that develops, sells and supports dairy farm management software for dairy farmers all over the world. The UK division is based in Taunton in the UK with a satellite office in Harrogate.

swcomms went to visit UNIFORM-Agri when they were recommended to us by another business that shared their building. UNIFORM-Agri had a requirement for a new telephone system but had reservations about a cloud-hosted system, despite working in the software industry.

Initially, we discussed their options for an on-premise solution but having weighed up the cost implications and features they needed, our communications expert recommended they invest in our Gamma Horizon cloud-hosted solution to benefit from:

Predictable monthly costs

There was no upfront capital investment as the Horizon solution is built on a per user basis with support and connectivity costs included, as well as calls to UK landlines and mobiles. This means UNIFORM-Agri can accurately budget for their communications costs using this OPEX model while retaining precious capital.

Business continuity

UNIFORM-Agri liked the business continuity options that come with a Horizon solution. They can choose multiple numbers where calls will be diverted to, e.g. a mobile or home numbers, in the event of an outage.

As a business with an after-sales team that takes calls from customers needing support on their software products, remaining contactable was very important.



Call statistics

The real-time call statistics mean that they can easily see their call volumes and if they are missing any calls to ensure they are offering the best customer service possible.

Remote users

The Horizon solution can accommodate extra users with the addition of a user licence and a handset, which can be simply plugged into an internet connection. This feature was especially attractive to UNIFORM-Agri as it meant they could incorporate their satellite office in Harrogate and could even divert or overflow calls to this member of staff when required.

Integrated communications

The Integrator software integrates with their CRM giving users the option to control calls from their PCs and view the presence and availability of their colleagues, including the member of staff working from Harrogate.

swcomms project managers oversaw the Horizon installation so they always had one point of contact throughout the deployment. This included the rollout of the fibre to the cabinet (FTTC) connections which the business was going to use for both their voice and data traffic, safe in the knowledge that their real-time call traffic will always take priority.

Since deployment, UNIFORM-Agri has been passed over to the care of a dedicated account manager who will deal with any ongoing queries and advice on technology updates, while our service desk is on hand too.

“Our whole team are delighted with the new functionality that Horizon offers. We were also impressed with the transition to implement the new system as it could not have been smoother.”

Graham Nowell, UK sales manager