



Case Study

Name: Active Adventures Limited

Company: A UK tour operator operating an office in Costa Teguisse.

Number of handsets: 5 desk phones and 1 cordless phone.

Brief: Active Adventures spent around 800 Euros per month on their telephone bill. They made many international calls, mainly to the UK and Egypt. They had 3 telephone lines.

Principal problems identified by Avance Telecom:

- (1) High international calling cost.
- (2) Missed calls from potential customers due to the 3 lines being used/engaged.
- (3) Loss of sales from forcing potential UK customers to make an international call.
- (4) Poor call quality and poor customer service from existing telecom provider.
- (5) Unnecessary cost from calling customers back, because the call receiver was unable to transfer the call to the relevant person.

Solutions implemented by Avance Telecom

- (1) Install a hosted digital phone system at a fraction of the cost of a standard office PB exchange.
- (2) Cheaper international calls.
- (3) Increase in call quality to aid the sales process.
- (4) Call transfer feature allowing calls to be internally transferred.
- (5) UK phone number for customers to call with no call connection costs.
- (6) Professional call distribution system allowing the calls to be answered immediately, distributed efficiently amongst the team and, if the lines are engaged, the caller enters a queue preventing missed calls.

Additional Solutions provided by Avance Telecom

We set up a cordless phone so managers could talk privately outside the office. We set up a company voicemail box that any person can access to allow faster response to voice messages left by customers.

Results

Active Adventures now pays a monthly phone bill of less than 300 Euros, enjoys improved call quality, increased sales and provides a far superior service to its customers.