



HIGH QUALITY VOICE COMMUNICATIONS MINUS THE COSTLY INVESTMENT

THE BACKGROUND

The British Dental Industry Association (BDIA) represents and supports manufacturers and suppliers of dental products, services and technologies, to the benefit of members, the dental profession and the public.

BDIA members gain access to a range of services designed to benefit them and promote the well-being of the industry as a whole, while the profession gains the reassurance of dealing with like-minded individuals who are committed to providing a high quality standard of service.

THE CHALLENGE

Prior to contacting Daisy, the BDIA had a traditional on-site PBX telephone system, which aside from taking up physical space in its office, also incurred substantial maintenance costs.

The BDIA wanted to reduce its telephony and maintenance costs at the same time as taking advantage of more advanced technology that would be flexible and able to adapt with the organisation in the future. It also needed a solution that would be able to cope with high call volumes, particularly in the run up to and following its annual exhibition, which historically has always produced spikes in call traffic.

i AT A GLANCE

Company: British Dental Industry Association (BDIA)

Industry: Health

Sites: 1

Employees: 2-10

Objective:

- Reduce telephone & maintenance costs, advance technology, cope with high volume traffic

Solution:

- VoIP

Product:

- CloudSelect Voice

Results:

- Considerable cost savings - covered cost of the system
- Flexibility of logging in remotely
- Improved call quality

THE SOLUTION

In order to provide the BDIA with flexible and more responsive telecommunications, Daisy implemented its VoIP telephony solution Hosted Voice Select (HV.Select), and provided the team with eleven handsets.

The new VoIP solution features a management portal which the team can access from any computer with an internet connection and log in to manage and route calls depending on whether people are off site or on site, as well as diverting calls to other numbers.

In addition to providing the BDIA with improved call management and routing options, the solution also enables the team to queue calls so important enquiries are not missed during peak times.

THE RESULT

By implementing HV.Select, the BDIA has experienced considerable cost savings. Darran Lacey, Exhibition and Facilities Co-ordinator at the BDIA, said: "Because the old system was situated in our offices, we were paying a huge amount on maintenance, but because the Daisy solution is hosted, all of the maintenance is carried out remotely. The savings from this, together with the savings on line rental and calls, have actually been enough to cover the cost of the system."

Darran said the BDIA is enjoying numerous other benefits of HV.Select: "We've noticed many advantages from the new system; for instance, call quality is massively improved, so when you're on the phone to someone it sounds like the other person is standing right next to you.

"But aside from the cost saving and improved call quality, the biggest benefit for me is the ability to log in to the web portal from wherever I am, whether at home or at an event, and route calls through to people's mobiles and divert to other phones so calls are not dropped."

Speaking about the installation itself, Darran said: "Changing any process or technology in any organisation can be quite a daunting prospect, but Daisy's specialists managed the whole process very professionally and the transition from the old system to the new one was completely seamless."

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Darran Lacey, Exhibition and Facilities Co-ordinator at BDIA

NEXT STEPS

Contact Daisy today to discover more. Our team will be glad to help.

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Or if you're an existing customer, get in touch with your account manager directly.

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