



daisy.

COMMUNICATIONS

# Cutting edge technology improving cost efficiencies

## The Background

Braxton Estate Agents is one of Berkshire's longest established independent estate agents specialising in residential sales, lettings and new homes.

Located in the heart of Maidenhead town centre, the firm has considerable experience and an excellent track record in handling the sale and acquisition of land and the sale of new homes. They also act for many local, regional and national builders and developers.

## The Challenge

Although Braxton was using an existing fully-functional NEC phone system - which Daisy had installed and maintained - the business decided that it was time to inject some new technology.

Having resisted previous proposals to upgrade, the customer realised that its existing solution wouldn't be viable long term, so it decided to talk to Daisy. Braxton Estate Agents were looking for a cost-effective solution that offered features such as voicemail to email and easy diverting facilities.

## Braxton Estate Agents



**Industry:** Business Services | **Sites:** 1  
**Employees:** 2-10

### Objectives:

- To source a cost-effective telephone system with improved technology

### Solutions:

- Cloud Select Voice

### Products:

- Cisco

### Results:

- Cost savings of approximately 30%
- Remote home working is now an option

## The Solution

After analysing the business' requirements, Daisy proposed a Cloud Select Voice solution that offered increased connectivity and all the features it was looking for - at a low operational cost. A new telephony solution was installed, including Cisco handsets which featured added functionality and HD internal calls, at a lower monthly cost than Braxton's existing solution.

Daisy also went the extra mile and relocated the system from a cupboard just outside the office, to a new in-house location, ensuring new cabling could be installed for the business to benefit from IP telephony-enabled handsets.

## The Result

Despite receiving proposals from other providers, Daisy's solution was the most cost-effective option for Braxton Estate Agents.

Braxton Estate Agents Partner, Geoff Tomlinson, said: "The main reason for going with Daisy was for the cost benefits. We have saved approximately 30% from reduced call costs, and now have a system that uses the very latest technology and will be one we can use for many years to come.

"Daisy had also previously provided fantastic support for our existing system, so when we were looking for a whole package, it made complete commercial and logistical sense to put all our telecommunications services under one roof.

"The maintenance service provided by Daisy also means that we can quickly resolve any issues with just one phone call, reducing our downtime and minimising any impact on the business."

Employees of the business can now also take their phones home and work remotely if needs be thanks to a Daisy web portal. This easy to use function allows the staff to divert calls from their desk phones to their mobiles, as well as organise hunt groups, voicemail and call routing settings through the internet.

Describing the overall process, Geoff added: "From start to finish, the Daisy staff were great; they did precisely what they said they were going to do.

"The new system has helped improve our overall efficiency and is a definite sign of progression for the business."

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**Geoff Tomlinson**, Partner at Braxton Estate Agents

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