



# Leading solutions enhancing business agility

## The Background

Raphael Design has provided graphic design and print solutions for more than 20 years. Based in Lichfield, Staffordshire, the firm offers a range of creative services, including: design, print, website creation, exhibition materials, corporate clothing and promotional gifts.

## The Challenge

Many of the company's designers found it easier to be creative when working from home but were unable to do so as the company's telephone system, which was approximately 15 years old and limited in functionality, did not allow calls to be transferred. Subsequently, if staff did not work from the office there would be no one available to answer the phone and deal with client queries.

When off site, staff were using their personal mobile phones, as they did not have company mobiles, which meant that they were incurring the call costs and using handsets that were not necessarily appropriate for business.

## Raphael Design

**raphaeldesign.**  
giving you the best ideas

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

### Objectives:

- Enable calls to be transferred to off-site workers

### Solutions:

- VoIP
- Mobile Hardware

### Products:

- CloudSelect™ Voice (CSV)
- iPhone 6 handsets

### Results:

- Enabled workforce to work more flexibly
- Improved professional image with auto-attendant feature
- No cost increases

## The Solution

To enable the business's staff to be more mobile, Daisy proposed implementing CloudSelect™ Voice (CSV) - a type of phone system which uses the internet rather than a standard phone line.

This would allow staff to divert their landline to a mobile phone or home landline, and clients would be completely unaware that the person wasn't at their desk.

The system would also give the team access to a range of modern functions such as individual voicemail, which could be accessed when away from their desks.

Raphael Design received visits from Daisy's engineers, who checked the internet connection to ensure that it was compatible with the CSV phone system and therefore able to provide the appropriate bandwidth.

Daisy also suggested that the company purchase two iPhone 6 handsets to ensure that staff could be contacted by clients or other staff members whilst off site, without incurring unexpected bills on their personal devices.

## The Result

As a result of upgrading its telecoms with Daisy, Raphael Design has been able to operate more effectively.

Peter Lubrano, Director of Raphael Design, said: "We have been able to work more flexibly, as a result of the new CSV phone system. Being a creative business, we understand the importance for designers to work out of the office from time to time, and we now have a system in place whereby we can always stay connected, regardless of the location each of us is working from.

"This is particularly beneficial for maintaining client communication, as we can redirect our individual desk phones when we are out of the office, so that calls are sent to our mobiles, and our clients are none the wiser. "This, along with the auto attendant feature, which has enabled us to add greeting messages and a menu to our phone system, has given the company a much more professional image."

Commenting on the overall Daisy experience, Peter added: "Since switching to Daisy we have been very pleased with the service received from our dedicated account management team. What particularly impressed us was that Daisy was also able to provide us with the improved system at the same monthly cost as the old system, which was a huge benefit to our company. We always associated new technology with an added expense, so it was great to learn that this is not necessarily the case."

“ Being a creative business, we understand the importance for designers to work out of the office from time to time, and we now have a system in place whereby we can always stay connected, regardless of the location each of us is working from. ”

**Peter Lubrano**, Director at Raphael Design

To find out more about **Daisy**, please contact us today:

 **03300 299 267**  **marketing@daisycorps.co.uk**

The modern approach to  
**business communications**  
daisycorps.co.uk