



Case Study

Name: Wave SEO

Company: An e-marketing company with customers in Lanzarote and abroad.

Number of handsets: 3 desk phones.

Brief: Wave SEO operated with two people, one using a small office in Lanzarote and working at home, and the other based in the UK. They used Skype for outbound calls, and a Spanish mobile for inbound calls.

Principal problems identified by Avance Telecom:

- (1) Instable and unreliable call quality.
- (2) Difficulty communicating with customers and UK partner at the same time leading to multiple calls and miscommunication.
- (3) Extremely high call charges for UK customers leading to loss of sales.
- (4) High phone bill due to internal call charges.
- (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, non-geographic digital phone system, currently impossible with a standard office PB exchange.
- (2) Cheaper international calls.
- (3) Increased and stabilized call quality.
- (4) Free internal calls between partners.
- (5) UK phone number for customers to call with no call connection costs.
- (6) Professional call distribution system using an interactive voice menu allowing the customer to select options such as, transfer to the Lanzarote office, transfer to the UK office or leave a message.

Additional Solutions provided by Avance Telecom

Avance Telecom also set up a call conference facility, allowing partners to call customers and conference together over the phone. We set up an internal interactive voice menu allowing them to dial their own number and choose whether to call their partner, initiate a conference call or listen to their mail.

Results

Wave SEO are now linked as one office although thousands of miles apart. We have increased their internal communication by over 120%, professionalized their introduction, and still lowered their monthly phone bill.