



Communicate Better®

# Case Study:

Supplier: Communicate Better

Client: Ready Steady Store

## Background:

Ready Steady Store is a self-storage provider that was founded in 2005 and has expanded to seven locations across the UK. They have modern, purpose built storage premises, with extensive security and 24 hour access available. Their aim is to make life easy for their customers by providing a top level service at no extra cost.



## Task:

Ready Steady Store wanted to have more flexibility for call handling between the stores and their call centre. They wanted to replace an out of date costly system with a solution that would offer a wider range of features and benefits for staff and customers alike.

## Strategy:

Communicate Better recommended the Mitel MiVoice Communications platform, as it is designed specifically to address the needs of today's businesses by offering a comprehensive suite of business productivity applications out of the box. Each of the sites had traditional ISDN technology installed that was expensive and gave little flexibility re-routing calls between branches. The plan was to replace these lines with SIP trunks delivered over dedicated voice only managed internet connections (Assured Circuits) therefore giving a Quality of Service (QoS). Each branch telephone number was then ported to the MyInbound Call routing product. This gives total control of the call routing to the end user and can be managed through an online portal. Call recording was also added at network level so Ready Steady Store could archive all incoming sales calls for future reference.

## Results:

The MiVoice platform specified for Ready Steady Store provides the client with a unified communications solution that fitted within their existing infrastructure. It was simple to manage and remote support from Communicate Better technicians is always on hand. This reduces the need for expensive call out charges and speeds up any programming change requirements which can be done almost immediately on request. Another benefit of upgrading the ISDN lines to SIP was to get complete transparency between sites. Calls can be held and transferred with no call cost. Indeed all internal calls are Free of Charge. Flexible routing using MyInbound was also a key benefit. Unanswered calls can overflow from one branch to another and operators are able to see which site was initially called and deal with the customer enquiry more efficiently. Less sales calls are lost and abandoned due to the flexible call routing now in place. Anytime a call needs to be listened to, the online portal gives easy access to search, identify and replay that call. These recordings can then be saved in .wav file for easy access and transfer.



“The new system offers tangible improvements for customers looking to contact the company, which has enabled Ready Steady Store to provide higher levels of customer service and enhanced customer satisfaction.”

Jacky Kearns  
Customer Service Manager



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