

# A PARTNER YOU CAN **TRUST**

VOICE • DATA • NETWORK

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VOIP PROVIDER FOR BUSINESS  
& HOME WORKERS





## IT'S A QUESTION OF **TRUST**

**AT SMART VOIP, OUR EXPERT ADVICE AND TAILORED SERVICE ENABLES US TO BUILD LASTING, INTELLIGENT AND TRUSTED PARTNERSHIPS WITH OUR CUSTOMERS, RESELLERS AND DEALERS.**

When upgrading your business lines, phone systems and broadband can be an exciting, with the increase in features that VoIP technology offers as well as getting your hands on better ways of managing your calls. It can also be stressful and overwhelming dealing with multi suppliers and the responsibility of continuing to trade through any transitional period.

That's where having a partner you can truly trust makes such a difference.

Trust means working with an organisation and more importantly individuals – who are happy to be on the end of the phone or email when you need help, advice or support. It means trusting in people who you know will go that extra mile for you.

Which is why our clients put their trust in us and it's why they continue to do so, time and time again. It's why our first client is still with us 15 years on.



# TRUST BASED ON EXPERTISE

**YOUR BUSINESS IS UNIQUE. YOU COULD BE A LARGE COMPANY WITH MULTI BRANCHES, OR ONE HOME WORKER. WE TAILOR OUR SERVICE AND EXPERT ADVICE TO SUIT YOUR NEEDS, BOTH FOR TODAY AND FOR TOMORROW.**

Across the UK we supply phone lines, broadband, VoIP channels and phone systems for small and large businesses, in homes, barns or large offices. Nothing is insurmountable.

We know from long experience and our position at the forefront of hosted VOIP telephony, that the installation, support and maintenance of business phone lines, broadband and phone systems is all about the direct relationships we have with our partners and our team. Which is why we only hire the very best.

Our people are highly experienced, motivated to support our customers and truly passionate about getting the right VoIP solutions in place. They draw on expertise from across a multitude of networks and platforms to give you the advice and support when you need it.

## **PLACING A NEW ORDER OR UPGRADING PHONE SYSTEMS?**

Our team will guide you through every stage of the installation process, from your initial meeting to the moment you are live and successfully using our network. We will be there for you whenever you need us for expert advice and technical support.

Occasionally local teething problems might occur, which is why our people make it their priority to ensure any new or upgraded system transitions run as smoothly as possible. Our support doesn't finish when the engineer leaves your office. Our ongoing support team can service your network remotely or visit the site directly.

## **MOVING OFFICES?**

They say moving home is stressful. Try moving offices whilst still keeping your BT fixed line business telephone number! We understand those pressures.

More importantly, in today's fluid and mobile world, moving your phone numbers and setting up in new offices couldn't be simpler.

Of course timely communication helps oil the wheels of this type of move. Our dedicated team can arrange the scheduling prior to your move:

- Fixed lines
- Broadband
- Phone handsets
- Power and cabling
- Installation Dates
- Support engineers

## **NEED MORE LINES/HANDSETS OR ADDING BRANCHES?**

Of course, we always love more business. When using Smart VoIP, growing your hardware or lines is so simple. New channels can be added the same day (yep, same day, not like the old days of waiting 3 weeks for a BT engineer).

New handsets, ordered before 3pm, have the option of express next day delivery - Ideal if you're getting temporary or seasonal staff into your business.

## **CHANGING YOUR BUSINESS?**

We understand from time to time businesses contract as well as expand.

When talking through the specific needs of your business we can tailor options to manage your budget as well as seasonal and unexpected trends.





# TRUSTED CUSTOMERS CASE STUDIES

HAVING INSTALLED HUNDREDS OF PHONE SYSTEM HANDSETS, FIXED LINES AND BROADBAND OVER THE YEARS, **THERE'S RARELY A HURDLE OR CHALLENGE WE HAVEN'T COME ACROSS.**

We believe one of the critical advantages of dealing with an independent communication provider, over the likes of BT, is that the simple things are made easier and the difficulties are easily overcome. Simply because you're not just one of million other customers.

## TV AERIALS CO. HOME WORKERS, LONDON

### THE SCENARIO

John of TV Aerials Co. has been a Smart VoIP customer since 2011. He initially came to us for inbound numbers to help track advertising, with calls to those numbers being delivered to John's mobile phone.

Business grew and they employed additional staff to help with the new enquiries. He opted to use home workers for flexibility and overhead cost savings.

Calls were still being diverted to mobile phones incurring diversion fees with call traffic increasing. John had no way to measure the performance or activity of his staff, other than standard call stats and sales figures.

### THE SOLUTION

A chance conversation between John and one of our sales team quickly highlighted the advantages of switching to a full VoIP service. Mobile phones were ditched in favour of VoIP desk phones, compatible with virtually any broadband service. We included the full hosted features package, including call recording, call queues and free 'on network' calls. This enabled John to speak to his staff completely free of charge from his own VoIP handset.

Call information is now available to John via our Smart VoIP interactive wall board. He can listen to live calls, track the call activity of his staff and monitor peak call trends, ensuring he is adequately equipped for the busiest periods.

Porting the existing inbound numbers to their Smart VoIP Hosted account has removed the call diversion charges saving them money to reinvest in growth.

### THE SCENARIO

Barry runs a Domestic and Commercial Tree Surgeon business specialising in large tree removal. They have contracts with several local authorities to maintain the local highways and respond to emergency calls to clear fallen trees.

They are based in a semi-rural location on the Middlesex and Buckinghamshire border, occupying a large site with storage yard and recycling facility.

They had no fixed line telephony when they moved in. Calls to their main business number which was located at their previous business address were being forwarded to mobile phones.

Barry had approached BT directly to arrange the installation of fixed telephone lines but had waited over 6 weeks for a response before being recommended to Smart VoIP by his website provider.

## TREE SURGEONS MIDDLESEX

### THE SOLUTION

Through our wholesale contacts at BT Openreach we arranged a site survey and installation including an additional telegraph pole on the road leading to the yard in half this time.

Due to the distance from the local BT exchange and the poor broadband coverage at the time we recommended an onsite PBX with two analogue lines initially to ensure a robust and reliable telephone service. A third line was installed for ADSL to give access to emails and the web.

Our engineers installed a Toshiba phone system with two extensions and a bespoke Music-on-Hold message with seasonal sales information.





**A MULTI-STEP ROLLOUT OF SERVICES CAN LIGHTEN THE LOAD ON CLIENTS AND GIVE THEM MORE CHANCE TO ADJUST TO NEW FEATURES. WE CAN ENSURE EACH STAGE IS ROBUST BEFORE ADDING FURTHER FUNCTIONALITY.**

## HOME INSULATION CALL CENTRE, DORSET

### THE SCENARIO

Jason had recently set up a small outbound call centre selling home improvement products such as loft/cavity insulation and double glazing. The call agents were using mobile phones to contact home owners and were manually dialling numbers from sheets of contact data then recording the results using writing pads.

This process was time consuming and difficult to manage, creating an extensive paper trail. Issues with battery life on the mobile handsets was a problem - lack of mains power outlets in the office meant Mr Perry was unable to expand to the number of call agents he required.

The handsets were all set to withhold their number as they couldn't control the path of any home owners returning missed calls - a missed sales opportunity.

Jason's brother is an existing customer of Smart VoIP for his own plumbing and drainage business. He recommended Smart VoIP to Jason as a better solution.

We discussed Jason's immediate and future requirements, taking in to consideration budget limitations and the existing office infrastructure.

A two stage solution was agreed to offer the best opportunities.

### THE SOLUTION

**STAGE ONE** - cable the office with single CAT5e cables to the 24 desk locations. These are linked to a central power-over-Ethernet (PoE) switch, which then powers VoIP desk phones and connects them to a robust broadband service. This means there is no need to install expensive mains power sockets adjacent to the desks. Charging is no longer required and Home Logic has the ability to present their business number when dialling out.

Calls can also be recorded for quality control and training as well as being a useful tool if any call notes are unclear.

**STAGE TWO** - The agents were still manually dialling and recording notes on paper so we worked with Home Logic on the concept of an Auto-Dialer, with the facility to score each and every call using the telephone keypad.

Smart VoIP worked with the development team at BT IPEX to produce a management portal where data can be uploaded to a campaign. This can then be auto dialled with calls initiated between the agent and the home owner. Calls can be scored by the agent and the call data automatically emailed to a manager for review or follow up.

The system has evolved further, with Home Logic now employing over sixty call staff, operating in a paperless office. Live call statistics are displayed on multiple wall boards, installed by Smart VoIP in seven locations around the offices. These highlight and measure performance as well as identify training opportunities.

## ESTATE & LETTING AGENT LONDON

### THE SCENARIO

Estates, Management and Letting Agents based in North West and South West London. Three companies owned and run by the same person, but each based in separate locations.

They share common attributes such as central accounting and management staff, so they needed a cost effective solution for voice communication between sites.

Smart VoIP took the contract over another supplier, who did not provide this facility. The competitor was slow to respond to call redirection and other simple requests.

### THE SOLUTION

Smart VoIP deployed a Hosted Business Telephone system with all users on a common account. This allowed inter-site calling completely free of charge, using the latest HD Voice Hosted VoIP Desk phones.

The system provides the management team with access to a live portal, through which they can easily re-route numbers. They can adjust time-of-day routing and set up caller exceptions, to fully control the call flow for each business.

We provided full training on all basic and some advanced functions as part of our visit.

Since then we now manage the fixed lines and business broadband enabling the customer to consolidate communications services to one supplier, one invoice and one point of contact.



# TRUST IS BASED ON GOOD COMMUNICATION & RELIABILITY

## OUR HARDWARE, CONNECTIVITY AND VOICE NETWORK ARE SUPPORTED THROUGHOUT THE UK.

As an evolved communications business we understand the importance of being ready to receive communications in all their forms. Voice, text, email, social media and websites are all integral when your customers want to communicate with you.

Many customers have moved to Smart VoIP to gain the reliability of a national network supported by dedicated comms engineers. VoIP can be sold cheap, but for a network to have the right level of investment and growth it can't always be sold to the lowest bidder.

Smart VoIP regularly reviews the networks carrying our data and voice connectivity.

### TRUSTED BRANDS AND RELIABLE NETWORKS

Choosing the right network is driven by a variety of key indices, not just cost.

The breadth of support and the amount of activity on that network are important. The level of development and enhanced features available are also essential factors, along with reliability, robustness of the network and finally the purchase price.

Smart VoIP ensures only the highest quality & reliability from our trusted network partners.



### TRUSTED IN A DIGITAL AGE

Smart VoIP has been an early adopter of VoIP and hosted telephony, playing part of its development.

We've helped break new ground with auto diallers, as well as developing call solutions across multiple devices like virtual-to-mobile and CLI masking for outbound calling.

## SMART VOIP IS ONE OF THE MOST INNOVATIVE COMMUNICATIONS COMPANIES IN THE MARKET, PUSHING THE ENVELOPE OF DEVELOPMENT AND CLIENT SOLUTIONS.

As the VoIP market matures, we see growth in call solutions and also growth in competition. In many maturing markets this often means a chase to the bottom on price. New companies come to the market with no history and just a price to try and win business.

### TRUSTED ON PRICE

We of course strive to deliver great products, excellence in service and support, all at a valued price. Are we the cheapest? Who knows. We're certain someone has to be cheapest, but our customers understand that phone calls into your business are one the most important sources of communication.

It's not always a wise strategy to take a risk with someone offering very cheap prices. More often than not we get requests from troubled customers, whose cheap telecoms providers aren't offering the reliability or the service needed to successfully run their businesses.

Confidence in a working number is a vital, critical edge to winning or retaining custom.

Whether you're a Smart VoIP channel partner, an IT reseller or a customer, we have a solution for you. Our trusted, honest approach means the products you buy are not only what your need today, but scalable as your business grows.







**Panasonic**

**Yealink**



**snom**  
The SIP Experts



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