

CASE STUDY

Smith's joining it all together

Smith's has been established since 1982 and has grown consistently to become one of the largest companies of its type with over 350 employees working from 7 locations across the region. The head office is in Eastington with satellite offices in Tewkesbury, Moreton Valance, Bristol, Cardiff, Camarthen and Birmingham.

The Problem

The nature of Smith's business means there are many inter-site calls to manage logistics and bring projects together. While this was easy to do from head office, it wasn't as effective at the branch locations and enabling the branch locations to operate in the same way as head office was critical to maintain the high standards of customer service.

Each branch needed to be able to:

- Access the corporate infrastructure
- Share common information, applications and work methods
- Adapt easily to changing needs as they evolve from head office

Lister Communications were chosen to deliver a solution to meet these requirements.

The Solution

Lister Communications provided an Avaya IP Office branch networking solution. As an "all in one box" solution, the IP Office is a telephone system, data router, networking gateway and centralised voicemail system. It is also flexible enough to work with both traditional and Voice over IP (VoIP) systems and it is specifically designed for linking branch offices to head offices.

An Avaya IP Office 406 was installed at the head office and each of the branches had an Avaya IP Small Office system. To capitalise on the capabilities of the telephone system, the sites were linked together using VoIP over an IP Stream data network.

The Benefits

Smith's has derived many benefits from implementing the Avaya solution and these can be summarised as follows:

- Branch offices have access to the same information and systems as head office
- Improved communications between all sites
- Free calls between sites
- Centralised reception with visibility of all branches
- Improved customer service through quicker response and more efficient call handling

The productivity of staff has also been enhanced as it is now easier to communicate with others across the business and this has contributed to higher levels of customer satisfaction.

"This new system has really brought the sites together and that's something that really pleases me. As a business we provide our divisions with the latest and most suitable equipment for the job and we have also now done this with our communications systems. I particularly like the visibility we have across all the sites and this has made our customer service far more seamless and we are of course now enjoying free calls between sites".

Alan Smith, Managing Director, Smiths.

