

Case study - Gold Travel

Gold Travel works with leading travel companies such as Thomson, Thomas Cook and Virgin to provide tailor made holidays worldwide. The company is committed to providing comprehensive and bespoke customer service.



Company
Gold Travel



Business Type
Travel agent



Number of employees
12



Requirements
A reliable and cost-effective VoIP telephony provider for their Berkshire-based call centre and director's mobile phone calls. High call quality and service support were essential requirements.



Solution
VoIPOffice™ Hosted for Call Centres
Business Multi Plan
talkAssure™ SIP Trunking

THE CHALLENGE

Gold Travel approached Telappliant in 2011. The company already had a VoIP telephony solution from another provider, but was disappointed with the call quality, with calls frequently dropping. The company also received little in the way of account support and consequently felt abandoned with a difficult to use, unreliable phone system.

THE REQUIREMENT

Gold Travel came to Telappliant in search of a reliable VoIP provider for its call centre and mobile phone calls. Urfan Azad, Managing Director, explains: "We had switched from a traditional analogue system to VoIP to reduce calls costs but the experience we had with our first provider wasn't particularly good. The calls kept dropping and were poor quality. We were, however, making the considerable savings we had anticipated. As we were very happy with VoIP from a financial perspective, we decided to switch suppliers".





Call monitoring and call whispering have enabled us to improve not only our customer service but also our employee training too. If we have a new recruit for example, we can run through previous calls to highlight areas for improvement.



THE SOLUTION

Gold Travel worked with their Telappliant account manager to determine the most appropriate VoIP package. With calls charged at less than 1p per minute and additional functionality such as unlimited call queues and real-time statistics, the VoIPOffice Hosted for Call Centres telephony system, partnered with Telappliant's Business Multi Plan call package, offered the ideal solution.

VoIPOffice Hosted for Call Centres is Telappliant's cloud based IP PBX solution. It allows Gold Travel to enjoy the features and benefits of an advanced business telephone system, but without the associated hardware and maintenance costs. It consolidates business communications from multiple locations anywhere in the world under a single high performance IP telephony platform.

The Business Multi Plan package sits alongside VoIPOffice and brings together landline and mobile minutes for UK, European and international destinations in one inclusive call plan.

With the talkAssure SIP trunking solution, Gold Travel benefits from 10 channels and 12 telephone extensions over a single high-speed Internet connection. This reduces costs by more than 60 per cent compared to ISDN lines and provides enough capacity to ensure phone lines are never engaged.

THE OUTCOME

Gold Travel effortlessly transferred to Telappliant and suffered no downtime during the implementation process. The company now enjoys VoIP telephony as it should be - high quality, reliable and cost-effective. VoIPOffice Hosted for Call Centres provides many advanced business telephony features, such as call barging, call whispering and skills-based routing, to support the business' day-to-day operations.

Telappliant hosts the VoIP service in its secure data centre, so it is maintenance free and there is always space to accommodate growth. Thanks to Telappliant's talkAssure SIP trunking service, Gold Travel can instantly add additional telephone lines as required.

Telappliant is an Internet telephony specialist with more than 80,000 subscribers and one of the largest Voice over IP (VoIP) networks in the UK.

We offer advanced, feature-rich telephone systems and low-cost call tariffs to businesses of all sizes. Call 0345 400 4040 or visit telappliant.com