



Connecting Colleagues and Customers

Quicker call handling, plus better internal communication and cheaper calls

CUSTOMER NAME: **Dunster House**
INDUSTRY: **Garden building retail**
LOCATION: **Bedfordshire, England**
COMPANY SIZE: **180 employees**

Case Study

BUSINESS IMPACT

Benefits delivered by the Cisco Solution include:

- **Free inter-office phone calls**
- **External call costs reduced by 50%**
- **Two hours a day won back by improved call handling**
- **Improved office space efficiency through hot desking**

BUSINESS CHALLENGE

When your team handles hundreds of customer calls each day, it's important that your phone system works. But when you're growing rapidly, opening a third site and needing to stay in constant contact with customers and colleagues, 'important' quickly becomes 'business critical'.

This was the critical challenge facing Dunster House, the country's largest garden building and log cabin retailer.

An incredibly successful business, Dunster House is rapidly expanding. But it was quickly approaching the limits of its existing analogue phone system. It would soon run out of extensions and lines, a situation it had to avoid. But in choosing a replacement system the firm was not content to simply replace like with like. Instead Dunster saw an opportunity to find a solution that would do much more.

"Our expansion gave us an opportunity to look at our communications, identify our requirements and find a system that would not only keep us in contact but would have a transforming impact on our business," says Joint Managing Director Andy Murphy.

SOLUTION AND RESULTS

Dunster House chose Cisco's internet-based Unified Communications solution, supported by Cisco Small Business switches on the LAN (Local Area Network) and Cisco routers on the Wide Area Network (WAN).

- The move from PSTN to IP means internal calls to Dunster House's multiple sites are free (being routed across the WAN) and external call costs have been slashed by 50 percent.
- Line rental charges are now a thing of the past, generating a total annual saving of £2500.
- Hot desking allows more users to be located in the same building, resulting in huge savings in office space costs. Simple log-on procedures means sales people, working on a rota system, can be reached at one number, no matter where they are sitting.
- Call Grouping (combining all departmental phone numbers into a single group) supports the highest levels of customer service. If the named representative is unavailable, the call automatically diverts to other fully trained colleagues able to effectively deal with the customer or partner enquiry.

- Hot desking and Call Grouping saves an estimated two hours a day in call handling time across the business.
- Integrating the Cisco system with Dunster House's current client management software lets sales and dispatch teams make customer calls with the click of a button - saving time and getting orders the door faster.

"We've managed to save time and money by investing in the Cisco system. It allows all phone users to transfer calls efficiently across multiple sites and ensure that our customer's calls are dealt with as quickly as possible."

Andy Murphy, Joint Managing Director, Dunster House

Cisco's Unified Communications system was implemented by Avec Systems, a Cisco Gold Certified Partner.

For more details please visit www.cisco.com/uk/smb