

FEATUREPLUS

CASE STUDY

The SquareWindow

Clear Effective Marketing

<http://www.thesquarewindow.co.uk/>

'The Square Window' is a young, dynamic consultancy based in the South of England. With over 28 years combined marketing experience, they have worked with successful UK companies and top marketing agencies in both Business-to-Business and Business-to-Consumer marketing. They have two home-offices, one in Kent and one in Sussex with 2 lines at each office – one for calls and one for fax.

THE PROBLEM

After a number of years of operation and as the business grew, the 2 directors realised that a problem existed with their chosen telephony solution. Their current BT PSTN service, although reasonably cost-effective, did not provide them with the features and functionality that would allow them to handle their calls more efficiently, whether having made them or received them. They wanted to give the impression of a single-sited, polished and professional outfit when dealing with customers on the phone, but without having to compromise on price.

The Square Window also needed to factor in to their decision making that, as with all growing businesses, they would have to move premises at some stage in the future. It was vital that they would have the ability to keep their landline number so prospects that they had given their contact details to would still be able to make contact with them.

In addition, and just as importantly, it was key that the solution chosen would give them the confidence that they would never lose a call whether they be on the road visiting customers, suppliers, or each other.

THE APPROACH

FeaturePlus was chosen by the Square Window as it offered a host of inbound and outbound calling features that would help the company project a professional image through more effective call handling -all for less than they paid with BT and with the added benefit of free calls and free call transfers between their two offices.

THE SOLUTION

As with the majority of small business today, both Square Window home-offices already had an installed business ADSL service. Using FeaturePlus meant that the company could now rationalise the two lines at each site to the one line that supported both their fax and ADSL. There was no need to send an engineer on-site, to install any expensive IP phones and within 5 working days the FeaturePlus service was self-installed and working.

CUSTOMER SATISFACTION

"FeaturePlus gives us the ability to forward calls to each other's offices and our mobiles phones so our calls are never lost when we are on the move. The SMS voicemail alerts which get sent to my mobile mean I can collect voicemails when out of the office and follow them up promptly when needed. This is a huge bonus and isn't something that BT offers.

We are now in a position where we never lose a call or a sales enquiry, which is vital to the survival and growth of our business."

Simon Clark, Director and Co-Founder of the Square Window