

CASE STUDY

INDUSTRY: SOLICITORS



“David Marsden managed to seal the deal, due to his professional, straight-talking approach. He listened to our needs and presented a package which worked for us.

David, Jack and the team were efficient, friendly and caring. It’s obvious they want to see their product and service succeed. They clearly believe in what they do and need to achieve. This positive attitude, together with the follow-up after care, is fantastic.”

*- Kerry Huggins, Operations Manager,
Hill and Abbott Solicitors*

Company Profile

- Hill & Abbott are a leading UK solicitors specialising in business and individual law needs.
- They have 64 active users spread between their head office in Essex and multiple other sites.

The problem

- Hill & Abbott needed a telecom solution that efficiently connected their offices – and that everyone in the business was comfortable using.
- They also wanted to save money on calls, as they were paying to make calls between sites, and were paying for diverted calls. Whatsmore, they also had high fixed service line rental charges.
- They were relocating offices and opening a new one, so they needed a flexible solution.

Private hosted solution: highlights



Reduced call charges cut costs by 30%



A leased line increased broadband speed and reliability, providing a superfast connection, contention 1:1



Improved communication with clients and between offices



Improved call handling and monitoring, improved resource allocation.



Our solution

The details

Private hosted communications

Modern, seamless and easy to use.

We updated Hill & Abbott's old legacy system to a private hosted solution. Calls between sites are now classed as internal, which cut their costs by 30%.

Team members can now receive calls through their existing direct dial number to their Cisco handset, softphone on their desktop or a 3CX mobile device. Direct dial calls are easily recognised, so it's quicker and easier to transfer and prioritise calls. Employees can also use the automatic call recording feature to re-verify any information after a call.

"3CX allows our staff to integrate their own mobile telephones into the system, so they don't need two mobiles. 3CX has provided the capability for team members to work more effectively externally, plus the handsets are easy to use.

The system has allowed us to monitor client service levels and identify any shortfalls in service or requirement needs for additional team members."

- Kerry Huggins, Operations Manager,
Hill and Abbott Solicitors

Call handling, management and reporting

A smoother approach.

We've given Hill & Abbott a more professional appearance. They can use call handling features like auto attendant, which provides a professionally recorded response to calls, so calls are directed to the right department or person – quickly and efficiently.

Promotional hold messages now fill any gaps in call queues. Caller line identity (CLI) recognition lets employees see who's calling them, which helps prioritise external calls. This gives callers a more personal and professional service.

We also implemented a systems management and reporting function that helps Hill & Abbott identify their busy times. That way, they can make sure they have the right resources in place to meet demand.

