

CASE STUDY

BLOXHAM & BARLOW

swcomms upgrades Bloxham & Barlow's telephone system to a cloud-hosted solution to give them more flexibility and control.

Estate agents Bloxham & Barlow offer a residential sales and lettings service in the Weston-Super-Mare area. Bloxham & Barlow wanted to **modernise their telephone system** to suit the needs of an estate agency where staff are often absent from their desks. They also wanted to save money if possible and turned to us, as we have been supplying their phone system since 2000.

Their existing telephone system was getting older and was not able to support a **migration from ISDN lines to SIP trunks**. This was an important consideration as ISDN lines will be ceased by BT Wholesale in 2025 to make way for SIP trunk services that are run over internet connections.

Bloxham & Barlow could have upgraded their existing telephone system to use SIP connections but opted for a cloud-hosted solution when we explained the benefits.

The Gamma Horizon **cloud-hosted telephone system** is a reliable solution supported by assured internet connections, which replaced the ISDN lines Bloxham & Barlow had been using. These connections are not shared for data use, so the real-time nature of calls is unaffected with call quality maintained and no drop-outs. They also give the estate agency the capacity to handle multiple concurrent calls to ensure a client is unlikely to be met by an engaged tone.

There is no system hardware on site, just feature-rich handsets. This means extra users can be added with ease. This is beneficial to Bloxham & Barlow as they rent out their upstairs rooms at times to other businesses.

They enjoy all the features they need to run the business efficiently. **Mobility is key** with estate agents often away from their desks on valuations or viewings.



Staff can twin their desk handsets with their mobile devices to receive, make and transfer calls as if they were in the office. This means they should never miss a call that could result in an instruction or a sale. All members of staff also have their own voicemail too to ensure they can quickly pick up messages when they are unable to answer their phones.

The Gamma Horizon solution is **easy to manage** with a web-based portal that can be accessed anytime, anywhere to handle all moves, adds and changes to eliminate the need to call in engineers. The same portal provides statistics on call traffic, missed calls, call waiting times, etc. so Bloxham & Barlow can ensure they have the staff numbers available to answer incoming calls.

A cloud-hosted telephone system does not require any upfront capital investment as it is a subscription service that includes all lines, support and software upgrades within a fixed monthly cost. Calls to UK landlines and mobiles are free, so **ongoing cost savings, equating to £140 per month**, could be realised immediately.

Bloxham & Barlow signed up for this solution on the first appointment. The installation was overseen by a project manager to minimise disruption and to organise user training before handing their care over to a dedicated account manager backed up by our customer service and support desk teams.

"We have built up a good relationship with many of swcomms' staff. We are targeted time and time again by other suppliers, but I believe in loyalty.

"swcomms really look after us in terms of service and price. We have even seen charges reduced! How many times does that happen? We like to surround ourselves with people we want to work with."

Chris Bloxham, owner



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