

CASE STUDY

BLACKMORE RICOTECH

Specialist IT equipment recycling company Blackmore Ricotech benefits from a fully hosted cloud-based telephone system to increase their geographic footprint and improve their customer service.

Blackmore Ricotech is one of the UK's leading IT recycling specialists. The Wiltshire business stores and distributes more than 350,000 computer and electrical components each year.

Blackmore Ricotech was using a blend of ISDN and SIP voice lines and non-geographic numbers. They wanted a new and improved hosted telephony solution so they could project any chosen **calling number identity** from their office, e.g. outgoing calls would display an Exeter (01392) number for calling Exeter-based businesses and so on for other towns and cities.

They wanted to update their telephone system with a solution that would improve their call handling capabilities at a fixed monthly cost. Our communications consultant recommended a **Gamma Horizon cloud-based solution**.

As well as being able to provide them with multiple geographic phone numbers with **free calls** to UK mobiles and landlines, Blackmore Ricotech also benefited from the following:

They can now **handle more simultaneous calls** without hindering the voice quality of the calls. This lessens the likelihood of customers being met with the engaged tone.

If staff are unable to answer a call, the system will hunt around for the next available agent in that department for improved customer service.

Blackmore Ricotech can **record calls** for both monitoring and training purposes. These recordings can be retrieved via the system's management portal with ease.



Every incoming call is answered by a welcome message and an **automated attendant** offering the following options: "For client services, press one; for accounts, press two; if you know the extension number, press three; and for all other enquires, press four or continue to hold." Directing callers to the correct department improves efficiency for both the caller and the business.

Depending on the time of day, week or year, Blackmore Ricotech customers are greeted with different messages. During office hours, they are met by the message above, but **out of hours**, they can inform callers of an alternative form of contact or the office opening hours.

Blackmore Ricotech also opted for a Polycom **conference telephone** to allow for high-quality conference calls to enable them to hold multi-party meetings without the cost and time of having to travel.

Lastly, and most importantly, we managed to deliver an assured voice service on a dedicated fibre to the cabinet (FTTC) connection despite Blackmore Ricotech's rural location. This supported the use of VoIP to replace their **existing ISDN lines**.

Blackmore Ricotech enjoys regular contact from their dedicated account manager and has access to our customer service and support teams when necessary.

"swcomms seamlessly migrated us to a modern telephony solution which improved our service levels, scalability and response times. The solution they delivered was tailored to suit our business and the team really understood what we needed, the training and ongoing support has also been great. To top it off, their quote was very competitive and we are now paying far less than we had been on telephony here at Blackmore despite call volumes increasing."

James Derrick, head of operations



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