



CASE STUDY



Call management software ensures no missed business E-CIGARETTE DIRECT

ABOUT

Launched in 2008, E-Cigarette Direct has built a reputation as a leading online retailer. The company offers the latest industry products, managing orders through its website. As a large business, it was important to have effective communication between its additional sites, suppliers and customers.



BUSINESS CHALLENGE

- E-cigarette had no telephone system in place for its two sites and just four phone lines with individual handsets. To work more efficiently, one telephone system was needed – connecting all sites – as well as providing additional handsets. This would enable site-to-site calls, streamlined communications and lower costs.
- Costs were high due to unnecessary equipment, separate telephone numbers per line, and site-to-site calls. In addition, there was no call management in place.
- Communication is key to the business. Enquires are dealt with daily, relationships with existing suppliers need to be maintained, and new business acquired. Therefore, its telephone system must be efficient and fit-for-purpose.
- The online retailer also lacked reliable support and assurance that its telecom services were being properly maintained.

“ We are impressed with our new phone system. Before we were paying additional charges as our sites weren't connected. Now everything is streamlined. ical suite is a great additional tool for our business, with the ability to monitor call traffic. ”

Jason Cole

KEY SOLUTIONS



CENTRAL PHONE SYSTEM

All sites connected with one phone system. No extra charges for site-to-site calls.



DEDICATED BROADBAND

A private internet connection reserved solely for one premise.



MUSIC ON HOLD

Assures customers their call is still connected and in the queue. It's also an opportunity to advertise other products.



ONGOING SUPPORT

The DataKom team is always on hand for any queries.



ICALL SUITE

Award-winning call management tool. Delivers call reports which give insight the number of answered and missed calls and much more.



IMPROVED OPERATIONS

The business has seen improved efficiency with increased phone line availability.



ONE SUPPLIER

Combined lines, calls and broadband under one supplier and one bill.



ACCOUNT MANAGER

Local manager oversees the companies account and conducts monthly reviews.

Call us today on

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