

Case Study



A telephone system to balance time and resource pressures and increase customer service

“The new system has significantly improved our company’s communications, both internally and with our clients. The new technology has directly increased sales and profitability”

Rob Mott, Managing Director, Enfields Estate Agents

Summary

Enfields is an award winning, leading UK estate agency that was established in 2000. Over the years, Enfields has become one of the fastest growing independent estate agency groups in the industry.

To maintain this level of expansion, Enfields deployed a Siemens HiPath system across seven sites with computer telephony integration (CTI) into their client/supplier database. External call transfer is used to turn employee’s mobile or home phones into extensions off the main system.

Challenges

- Integration of telephony with CRM
- Minimum downtime during installation across the seven sites
- Improve call distribution between sites

Solution

- Siemens HiPath 3000 platform with feature-rich traditional telephony and Voip capability
- Integration into existing CRM
- External call transfer to home and mobile numbers

Benefits

- Significant improvements in customer service and communication
- Increased sales and profitability
- Advert hotlines are always manned. Leads are never lost

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Deploying such a diverse range of services and products is vital to sustaining a market leading edge. Most requirements undertaken by Opus Telecom involve complete solutions, meeting exacting standards and offering realistic, tangible benefits to the customer. Enfields estate agents approached us to tailor a telephony package that would begin to balance time and resource pressures, yet meet ever-increasing levels of customer service.

Their requirement was satisfied through the implementation of a Siemens Hipath system across all seven sites. Fully linked and enabled with least cost routing, Opus built a number of digital features into the final solution. Voicemail accounts for all staff - accessible away from the office, CTI into the client/supplier database, allowing for personalised greetings and enhanced staff productivity, external call transfer - converting Enfields employees' mobile or home phones into an extension off the main system and an automatic call divert facility that allows calls to be routed to external numbers - this has transformed the management of advert hotlines and ensures a lead is never lost.

"The initial installation was efficient and carried out to our specification with the minimum of fuss and disruption. The new system has significantly improved company communications, internally and with our clients."

Rob Mott, Managing Director to Enfields has this to say about their telephony project:

"The initial installation was efficient and carried out to our specification with the minimum of fuss and disruption. The new system has significantly improved our company's communications, both internally and with our clients. The new technology has directly increased sales and profitability - we are delighted with the results. Enfields recommends Opus Telecom for all your telecommunication needs, we have found them to be professional at all times and willing to assist with any developments and modifications to our system."

The Enfields' requirement serves as a good example of an Opus Telecom installation. Believing that less is more when it comes to proposing a communication solution, it's all about listening to a client's needs and understanding how they conduct business in order to successfully enhance their telephony. By forging an open and constructive dialogue from inception through installation, it's possible to afford any company, whatever sector or size, a communication platform that will maximise efficiency, reduce costs and evolve in line with growth.



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