

Case Study



Rapid expansion required five sites to be networked with a robust phone system

“The process has renewed my faith in telecom companies. My system is self-financing and opens new dynamics within customer relations. I recommend going with Opus Telecom to all freight forwarders.”

Daryl Hill, Managing Director, Map Cargo

Summary

Map Cargo is a premier UK freight forwarder and is headquartered in West Drayton, Middlesex. With five sites across the country, they have been resolving the logistical problems of customers worldwide since 1990.

Achieving 30% growth year on year, they catered for this rapid expansion by deploying a Siemens HiPath 3550 phone system at the heart of a solution that connected five sites and incorporated DDI, external call transfer, call management software and call recording.

Challenges

- Improve call distribution between all five sites
- Monitor unauthorised ship-to-ship Inmarsat calls
- Remove the costs and complexity attached to running an old analogue phone system

Solution

- HiPath 3550 with feature-rich traditional telephony and voip capability
- Call management software
- Call recording for training and monitoring purposes

Benefits

- Significantly improved customer relations
- Future-proofing of the telephony infrastructure
- Reduction in unauthorised phone calls

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Premier UK freight forwarder, Map Cargo was faced with the dilemma of rapid expansion of its business across five sites that dictated the need for a communication solution to maximise efficiency, reduce costs and evolve in line with growth.

From a customer's referral, Map Cargo's Managing Director, Daryl Hill looked to Opus Telecom to deliver a stable, future proofed communications platform, taking full advantage of today's digital features: "I'd heard of the Siemens HiPath range and turned to one of their accredited business partners."

Following an initial appointment, noting industry specific requirements, Opus proposed a telecom solution with the Siemens 3550 Hi-Path platform at its heart, incorporating Direct Dial Internal (DDI), external call transfer, call management software and call recording.

Daryl comments: "Communications being paramount to the products and services we sell, I could see customer relations further enhanced through the facility to transfer calls out of the office to mobile phones. Seamless telephony that has formed a universal network between Map Cargo's five sites, with every extension taking incoming/outgoing calls on Direct Dial numbers. Immediately, internal office voice traffic has reached a new level of efficiency and callers go directly through to their desired point of contact. Maintaining a high level of customer attention is paramount. Making the transition from analogue to digital telecommunications was a fundamental building block to aiding and developing our business strategy."

The solution embraced call management and recording software that utilises on-line,

real-time billing that is accessed securely through Opus Telecom's website. All voice traffic is monitored.

Daryl adds: "This particular management tool has recently proven its effectiveness in the field by highlighting unofficial ship-to-ship Inmarsat calls. I picked two up the other week, as they were being made, allowing immediate and decisive action. A significant reduction in personal calls has occurred with the introduction of call recording. This has proved vital for training and resolving customer disputes."

By forging an open and constructive dialogue from inception through installation, Map Cargo enjoys the technological benefits from a digital telephone system, which Opus maintains and continues to advise on.

Mark Castle, Opus Account Manager to Map Cargo reflects on the requirement: "It's rewarding to see, first hand, how digital telephony grows and matures within a company to a level they take for granted. Even better when the process is cost justified!"

Opus targets the running costs of analogue telephone systems, to save money on calls, lines and maintenance and so affords companies the financial flexibility to go digital. Daryl concludes: "The process has renewed my faith in telecom companies. My system is self-financing and opens new dynamics within customer relations. Going the Opus way is a recommendation I'll make to all freight forwarders wanting to replace their aging telephony with a stable, adaptable and efficient platform and not a quick fix, attempting to make a racehorse out of a donkey!"

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