

Radio Links Communications enjoy reliability, visibility, cost savings and enhanced call management through Avaya IP 500 solution

The Customer

Established in 1972, Radio Links Communications became the first independent radio company in the UK. Their founder and Managing Director was formerly a Royal Signals radio engineer and later Chief Engineer for Pye Telecom Service in Cambridge.

Britannic Technologies have maintained Radio Links Communications telephone system since 2007.

Their previous solution was on an INDeX system which Britannic maintained and have since helped them migrate onto an Avaya IP Office Solution.

We have found our Avaya solution very reliable and have received excellent service and support from Britannic technologies. From the start of Britannic quoting, installing and deploying our Avaya system, we have not incurred any problems and would recommend working with Britannic, as we have received a flawless professional service.

Mark Wilson
Radio Links Communications Ltd

Requirements & Objectives

Radio Links Communications had been using an Avaya INDeX system for many years and this was coming to 'end of life' meaning it was very difficult to purchase any parts and there was a growing need for more features which the system could not support.

They were looking for a system which would be reliable and flexible in the handling and management of calls,



and a system which could grow in line with their company's ongoing growth.

A main requirement of the system was to be able to promote each of their departments to answer the phone directly, rather than all calls directed through a main switchboard. Also to enable call monitoring for cost-effectiveness.

The call monitoring would show full visibility of inbound and outbound calls, allowing management to see where improvements in efficiencies and cost savings could be made. This would help them drive down call costs through better management.

Radio Links Communications' main objective was to introduce a reliable, simple to use system, with a single point of supplier contact to give guidance and quickly resolve issues.

Key Requirements

- Reliable, easy to use system
- Improved call handling
- Enhanced visibility of calls & spend
- Reduced call costs
- Continued single point of support

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The Solution

When Radio Links were ready to upgrade their 'end of life' INDeX system, which was already supported by Britannic, as good practice they gained 3 quotes for a new proposed solution.

Britannic Technologies won the renewal of the contract and introduction of the new Avaya IP 500 solution for 27 users at their offices in Cambridgeshire, based upon superior value for money and excellent understanding of the current and future requirements.

The transition from the INDeX to the IP Office Solution was smooth and with no down time. The IP 500 solution is based on digital lines but has given a scalable platform which is able to migrate seamlessly to IP telephony if and when Radio Links Communications are ready to do so.

Britannic Technologies have a thoroughly professional approach and understand our needs.

Mark Wilson, Radio Links Communications Ltd

Features on the new system include touch tone prompts, where customers can be quickly routed to the right department to save time, offering a superior customer service.

A new feature to the system includes advanced Voicemail, where staff have a range of choices that enable them to stay connected regardless of where they are. They can retrieve voicemail messages from the keypad on any telephone, through the context-sensitive display on an Avaya phone, or via email (voicemail messages show up just like an email).

Benefits

- Simple, reliable system
- Easily and cost effectively grows with business requirements
- Call monitoring to improve efficiency and cost-effectiveness
- Superior customer service and support, through enhanced call handling feature
- Improved business process

Improved efficiency and costs

Not only does the new system give Radio Links Communications a reliable, up to date communication platform that can grow with the needs of their business, it has also improved their call handling and the way in which they communicate thereby enhancing the service offered to their customers.

Superior customer service

Features such as enabling callers to easily enter the name of the representative they seek, give a fast, personalised service to their callers.

Improved business process

The IP 500 solution provided 24-hour access to customised voicemail greetings for each member of their staff, enabling callers to feel connected even when the call cannot be answered.

Cost effective growth

Britannic Account Managed approach gives Radio Links Communications the reassurance and support that they require, making sure their communications are in line with their business processes and requirements. This also delivers a more flexible way to communicate internally and to their customers, taking into consideration the need for growth.