

CASE STUDY CENTRIC SYSTEMS



Centric Systems Ltd was established in 2004 to provide IT consultancy services to small and medium-sized businesses. Starting small with just a website and a telephone number, the company has since moved premises several times as business has developed and grown.

THE BIG CHALLENGE

Like many start-ups, Centric Systems rely heavily on mobile phones. However, this limited business growth as their mobiles could only deliver one call at a time, they had no business greeting, only the individual user could check for voicemails and there were no call management facilities. It became increasingly complicated and time consuming to manage communications efficiently.

To try to improve matters, Centric retained a virtual office service but this only addressed part of the problem.

FLEXIBLE WORKING

Centric Systems decided to install a hosted iPBX solution to provide the company with business quality communications. Staff can work seamlessly from the office, on the road and at home by simply plugging the phone in wherever they are and working as if they were in the office. This is a much more flexible way of managing a growing workload and has also cut down on unnecessary travel and travelling time.

PROFESSIONAL SOLUTIONS

Abbos Azad, Managing Director of Centric Systems, is delighted with the service "Having a hosted solution is much more cost effective than paying for a virtual office service and the associated call charges. It's an efficient system to use and doesn't take up our time in managing it. Our customers are delighted to get through to staff rather than via a receptionist, mobile or voicemail message. Any messages they do leave are received accurately acted upon immediately. Messages can now be accessed remotely by any member of the team and actioned quickly."

"We are expanding our technical service capability and the Auto Attendant feature enables us to separate technical calls from general calls, which is much more efficient and saves both our time and that of our customers. I'm also pleased with its scalability."

"Centric Systems will continue to grow and can now move premises without significant systems costs or time delays. All in all, our hosted iPBX solution works brilliantly and delivers exactly what it promises."



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