

## CASE STUDY

### ECHO 10



Echo 10 was founded in 2001. Their core business is network systems support for businesses of between 5 and 50 employees, but they also have experience of installing voice systems with server and PC networks. They see IT and telecoms as converging the experience of some of the earlier VoIP services which were primarily server based.

### BETTER COMMUNICATION

Nick King, Director of Echo 10, recalls the problems 'We were often out of the office but, although the office was empty, we didn't want the expense of employing a full time receptionist or administrator. This meant that our clients often couldn't reach us and so they called us on our mobiles. This was clearly not satisfactory for our customers and the lack of business greetings on the phones and voicemail made us seem less professional than we are.

We also wanted the flexibility to work from home and to find an effective means of capturing the calls made to the office. Ironically, although we are technically able to deliver remote support for clients even when we are working at home, we were not providing a good basic telephone service.'

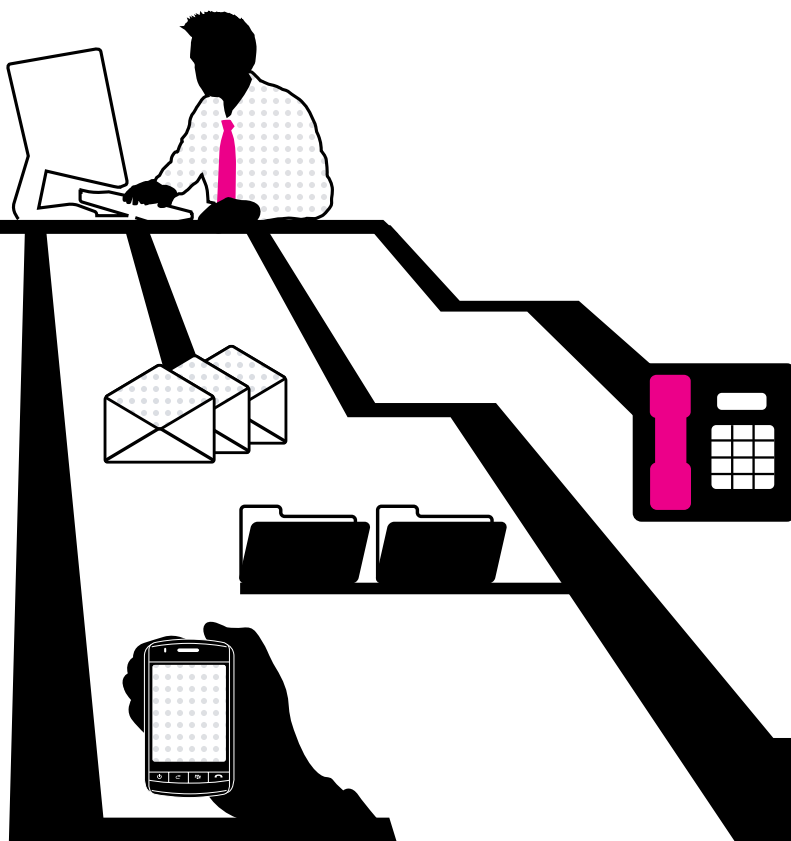
### AN INTEGRATED SOLUTION

'We had an existing VoIP service but found that it had limited functionality, for example we couldn't transfer or forward calls between staff.

Echo 10 chose a hosted iPBX solution because it offered us a well thought through and comprehensive package of business quality functions. Now we can redirect calls to our homes from the office, which means that we can all pick up office phone calls even when we are not there. We can call each other and transfer calls between locations. Important customer messages can be also be accessed by all our staff. We use Outlook Integration to enable us to dial directly from our desktops and it tells us who is calling. We also have the option of using soft phones on our laptops when we are working remotely.'

### A PROFESSIONAL SERVICE

As far as Nick King is concerned "For Echo 10, the most valued benefit is the ability to offer a much more personal service to our clients. We now have a fully professional business communications solution which enables us to support our clients from home, on the road or the office. I'm sure that call costs are cheaper and it's a bonus to get a single bill for all our telecoms. We could even take our handsets to client premises to ensure that we never miss a call!"



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