



## CASE STUDY – Whiting Landscape Ltd

### *Virtual Landline Solution*

Established in 1977, Whiting Landscape based in Bromsgrove offers a full range of services to cover every aspect of landscape construction and maintenance. With an enviable reputation for excellence in the industry it specialises in the commercial sector as well as large private estates. Thirty nine years later, the company continues to expand and with the integration of a new division, they sought the necessary supporting infrastructure, including a telephony solution.

### **The Challenge**

Due to the formation of a new division a separate telephone number was required to ensure that any incoming calls were dealt with separately from the other parts of the business whilst maintaining a professional service. Whiting Landscape Ltd required a way of identifying which division number was being called before it was answered. The company subsequently approached their current provider for a suitable solution. After being duly informed that a new system would be required at a considerable expense to the company an alternative provider was sought.

### **The Solution**

UK Telco was approached and the team put forward a proposal that enabled the existing system to be utilised, but provided a new virtual landline telephone number that was supported by a whisper facility. This was a cost effective service that meant that the required investment was a fraction of the cost proposed by the current provider and the disruption on the business was minimal.

### **The Benefits**

The whisper facility enabled a short message to be played to the person answering the phone before they were connected to the caller. This subsequently enabled the phone to be answered with the correct professional greeting.

UK Telco Ltd pride themselves on their insightful and honest approach to finding cost effective telephony. This approach meant that Whiting Landscape Ltd received an honest and fit for purpose system. As Laurence Upcott, Financial Director says “It was fantastic to find out that we did not need to invest in a new system, but could in fact use the existing one with a virtual landline and whisper service added to help us to create the professional service that we strive to deliver, whilst saving thousands of pounds”.

Whiting Landscape Ltd will also benefit from a dedicated aftersales and technical support team providing them with complete peace of mind.