



FLIP HAVE THE RIGHT TOOLS!



Fast Facts

Organisation:	T. Brooker and Sons, Unit 7 Bilton Road Cadwell Lane, Hitchin, Herts, SG4 0SB
Industry:	Builders Merchants
Challenge:	Implement the latest technology whilst making considerable monthly savings.
Solution:	Flip Connect's 3CX Hosted Phone System
Result:	Solution designed, implemented and fully managed.

Background

There's hardly a home in Hitchin, Letchworth and surrounding areas, that does not contain something from Brookers, a leading name in hardware, home improvements and industry.

For Brookers have provided a service for the people of North Hertfordshire for over 100 years.

During these years the Brooker family have purchased various premises, extended them, introduced new departments and modernised them annually in an effort to keep pace with the requirements of an ever-changing society.

The business has always been a family concern handed from father to son, and, to this day, members of the family can be seen in the shops, talking to customers and bringing the personal touch to their business which has been a major part of the firm's recipe for success.

A Need For Change

The requirement was for BT lines and a phone solution across three sites. At the main site they'd suffered with communication issues in the warehouse and the yard, current cordless phones didn't reach to all areas of the site.

Alison Brooker takes up the story:

"Flip stood out from the other suppliers who came to see us. Telecoms is an area that we know very little about but Flip listened carefully to what we wanted, made helpful suggestions and then submitted a detailed and fully costed proposal describing how they would meet our requirements. There were several options included, these were discussed at a second meeting and a final configuration was agreed."

Alison continued by saying:

"The installation and changeover was planned to take place over a couple of days with some evening work taking place so as to minimise the down time. Comprehensive training was provided to all the staff. The follow up support given to queries and requests to amend the configuration as we change our minds has been fast and efficient and overall has been exactly what we need"

**£15K
SAVING**
over the
contract period.





T. BROOKER AND SONS CASE STUDY Hosted Phone System



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The Contenders

There were three contenders. Each proposed a solution but had not fully understood the brief, or were they able to meet the requirements. Could they provide a phone solution and provide BT services such as analogue phone lines. Flip not only understood the brief but as a BT wholesaler the BT PSTN services were not a problem, the fixed phones for the three sites was run of the mill. The area that needs some thought and further investigation was the cordless solution.

Therefore Flip proposed three viable solutions, as listed below. The site was tested and surveyed for each solution and results presented to T Brookers:

The options were:

- Dect with repeaters,
- Long range dect handset
- Full dect solutions with Base stations and fully integrated.

The Result

T Brooker had several requirements which would not be found in the average office therefore making Flip the ideal partner and enabling Flip to draw upon their long experience and extensive knowledge.

Stretching the phones across three sites, an auto-attendant on the main number, direct dial numbers and voicemail for all users was straightforward.

Based upon the survey and report provided the full dect solution was chosen that is fully integrated into the main system. Base station and repeaters are located in positions that providing cover for the whole site. The compact and lightweight handsets are ruggedised, shockproof, and water and dust resistant and so ideal for their environment.

With retail operations across all three sites any downtime had to be in the order of seconds. Comprehensive site surveys and careful planning in conjunction with Brookers ensured a smooth changeover.

Benefits

- ★ Unified technologies across three sites.
- ★ Introduced full DECT solution for warehouse.
- ★ Consolidated billing, whilst cutting costs.
- ★ Zero downtime during change-over.

“We are very pleased with the system which is helping the business in various ways. Internal communication is easier and the auto-attendant and screen consoles are saving a lot of time. This not only helps our staff but also helps provide our customers with a better service.”

Alison Brooker
T. Brooker And Sons

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