

SUPERHERO WEB SOLUTIONS



Dorset Tech and VoIPstudio

Web Superheroes continue to fly thanks to always-available telephone service



Background

With offices in North Dorset and Manchester, the multi-award-winning team at Dorset Tech describe themselves as “Web Superheroes - saving the world from bad design!” The agency provides website design and content writing, SEO and other digital marketing services to businesses of all sizes. It also has a not-for-profit social enterprise which provides STEM (science, technology, engineering and math) training for local children from a converted warehouse complete with planetarium.

Challenge

Dorset Tech’s founder and Head Superhero Chris Ryu is a busy man. Busy with clients. Busy with employees and partners. Busy with students - and visitors to his high-street office. He prides himself on always being available to brainstorm and problem-solve.

Email is the best way to reach him - and what most customers prefer - but, that said, he always picks up the phone and hates to miss any calls. When Chris founded Dorset Tech, like most start-ups, he wanted the company to appear bigger than it actually was. Having a fabulous digital presence was no problem; it’s the company’s bread and butter. Having a top-notch voice system was equally important.

Chris started his VoIP journey with RingCentral but didn’t want to be tied into RingCentral’s VoIP phones - nor did the company offer enough support as Dorset Tech started to grow and its comms needs changed with people working from remote and home offices as well as client locations.

Solution

Chris looked around for a new solution and quickly came across VoIPstudio. As with many of VoIPstudio's customers he thought that "the pricing was spectacular" and was "pleased to see that we wouldn't be locked into any particular hardware". VoIPstudio's customers can make and receive calls from any IP phone, or by using the app on their phones, ipads or laptops.

VoIP studio is now set up on two Cisco phones in Dorset Tech's head office as well as on everyone's PC/Mac. Calls to the Dorset and Manchester office as well as the STEM centre are routed through the same number with callers given a 1, 2, 3 option to press for the right department.

"I'm a techie so people like to share their IT woes with me. Knowing how expensive phone systems can be and how so many operators have lots of ways of parting us from our money, I tell them about VoIP Studio, how easy it is to set up and what great value for money it is".

Calls for each department go to all phones and the routine is that Chris will pick up all calls, however, if he is not available then after four rings someone else will answer. Chris says "our team are busy with constant deadlines. I'd prefer that they focus on their work rather than answering incoming calls".

Chris has also recently appointed a virtual assistant who works from home and is also able to receive incoming and make outgoing calls through the app on her mobile.

Benefits

Chris says "I like that VoIPstudio offers lots of features and services as part of its all-inclusive package. Having our own conference call facility is really useful and so easy to use with no need to forward a link or code. All people have to do is phone our general number, press 9 and then they're in". Chris also likes that it is easy to set up new numbers. He often sets up new numbers for customer marketing campaigns so that they can track how many incoming calls and sales leads they generate. VoIPstudio automatically records and saves all of Dorset Tech's calls; it's handy for the team to be able to listen again to what customers instructed and discussed. Chris said that one time a company said that they hadn't actually given Dorset Tech the go-ahead for a project. Being able to easily pull up and listen to the recording paid for Dorset Tech's VoIPstudio subscription for a year...

Interestingly Dorset Tech was busier than ever both during and after the COVID-19 lockdown and has opened a new high street office in Gillingham, North Dorset to house new recruits. Chris says that "many offline small businesses realised that they had to get online to survive and some used their Government grants to create new digital assets". Adding more numbers and users to VoIPstudio is very straightforward and can be completed and paid for via the reception console.

The ability to see when another call is coming in is also very useful. Chris said he has never had time to set up the contacts database but has put it near the top of his to-do list. Chris has also said that after all these years he's finally going to customise the call waiting music into something more befitting his gang of superheroes!