Homes and Rooms and VoIPstudio
Out and about but still in touch

Background

Homes and Rooms provides innovative software-as-a-service solutions for independent vacation rental owners. The service, accessed through the website homesandrooms.com, makes managing a vacation property easier, freeing up owner's time, while increasing their reservations and revenues.

The company was founded by Barry Sacks who has himself run a successful vacation rental business. Barry has a background in technology and software innovation and used these skills to automate his own rental business. From these beginnings the company has grown into a fully featured service which has been in beta during the early part of 2015, with launch scheduled for the summer.

Challenge

Homes and Rooms operates a core development team in a UK office, with a wider distributed workforce based around the world. All of the team love to travel and some, including the CEO Barry Sacks, also operate their own vacation rental properties. Naturally, this involves a great deal of travel and mobile working.

The company also has a core customer support team which may need to expand rapidly following a successful launch. Barry envisages this team being mainly remote workers based around the world, close to customers.

So the new company needs a solution that is cost-effective but fully featured from the beginning, but which will be flexible and grow incrementally.

Solution

Barry had previously worked in software and technology. He had even worked as an interim Chief Technology Officer setting up multi-million pound call centres for a financial services organisation. He was, he says, well aware of the benefits of VoIP and knew the kind of features and services he needed.

The Home and Rooms team checked out a wide range of providers, determined to find the right solutions from the start.

> "Our VoIPstudio service gives the external world the impression of a very cohesive organisation. Customers have access to our people through one office number and calls can be seamlessly transferred to the right person. The reality, though, is that we are a very distributed mobile workforce that could be operating anywhere in the world"
>
> Barry Sacks,
> CEO of Homes and Rooms

Barry says: "Everything we have built and the way we have organised ourselves is as a virtual organisation. We needed to remove any reliance on a fixed point of presence. We are out and about, hopefully spending more time with our customers than in the office. So to have a system that can transfer calls seamlessly from mobile to laptop to fixed phone was important to us. A number of services we looked at can provide that, but VoIPstudio offered it in a more flexible way."

Barry says he was impressed by the online management tools and the true scalability of the system. "The startup plans were very effective but still offered the full functionality. A lot of the alternatives we looked at had the features we needed but they only came in higher cost versions of the product. To have it truly incrementally scale with the success of our business was very important to us.

Barry says the exceptional customer service he received from VoIPstudio - from initial questions through to help getting the system set up, was also impressive. "Everything was flexible," he says, "right down to providing a range of contiguous numbers for extensions to give out to employees as we grow, without having to pay for them all up front."

Benefits

Homes and Rooms now has a truly scalable telecoms platform that can grow rapidly as the company expands. The company benefits from one central office number which can be routed seamlessly to whoever needs to take the call.

Barry says: "It is very cost effective and that is important as a start up. The call quality is exceptionally high and the whole service is immensely convenient. When I'm in Florida visiting my own properties, I can take a call made to the UK local number on my laptop or mobile, whichever device I have open in front of me.

"Above all, there's the confidence of knowing at least one thing is sorted. That box is ticked. As a startup you constantly find you are spreading yourself very thinly, building umpteen things at a time. To get this sorted and know it is in place now and for the future was very important to us."

Seamless routing from a single central number...

Calls routed to the most suitable device...

Scalable, flexible and future- proof...