



Nementio and VoIPstudio

VoIPstudio helps this international marketing agency to implement teleworking and improve its multi-brand communications

Context

nementio

Nementio is an international marketing agency based in Spain, specializing in inbound marketing and marketing services for technology and SaaS companies.

One of its main lines of business is supporting global IT companies to develop the Spanish and Latin American markets.

The company also has a second brand, Ramabaya, which specializes in marketing for the healthcare sector.

To provide these services, the agency currently has a small team of six people who share the tasks of management, marketing consultancy, design, and content creation, as well as a group of external collaborators.

Nementio now has to serve more international customers and do so in a teleworking environment.

The challenge

In 2020, the agency implemented teleworking in the wake of the COVID-19 pandemic. Initially, this was a provisional decision, but given the good results and the convenience for employees, this option has been maintained voluntarily for the entire team.

Before teleworking, they had a landline phone that they answered during their office hours and was sufficient to answer their customers. Now, with everyone working from home, who answers those calls?

In the office, a small space, anyone could answer the only existing telephone and pass the call on to the right colleague, but how to solve this situation while working at home, without resorting to using mobile phones?

In addition, the growth of the international area and the introduction of the Ramabaya brand, make it necessary to implement a telephone solution that allows calls to be discriminated to attend to each customer in a personalized way and by the right person from the very first moment.

“VoIPstudio has given us a powerful, fast, and cost-effective solution for our communications in a teleworking and multi-brand environment. I wish we had known about it sooner.”

Alfredo Reche
CEO at Nementio

Solution

During the first months of the pandemic, communications were entrusted to a single mobile phone managed directly by Alfredo Reche, founder and CEO of Nementio. When a call came in, he first had to identify the caller’s language (Spanish or English) and the service he was asking for (Nementio or Ramabaya), and then take note and, in many cases, notify the right person within the company to call the customer back.

In addition, it was impossible to make a forwarding of the office landline, so it had to be changed on all existing online media, such as the web, social media, Google, etc. Even so, there might have been potential customers calling the old phone number and waiting for an answer.

No more problems with VoIPstudio

With the implementation of VoIPstudio’s cloud telephony solution, Nementio acquired a single telephone number that any of the employees could answer. In addition, they could do so from their laptops or mobile phones thanks to the softphone.

With the help of VoIPstudio support, they also set up an IVR auto attendant that handled incoming calls in their preferred language and allowed them to select whether they wanted to speak to Nementio or Ramabaya. This way, calls are automatically routed to the right person and the system notifies them the option chosen by the user so that they can be appropriately attended to from the start.

The system allows other needs to be met, such as the possibility for users to leave a message if they call out of hours, which is very important considering the time differences with foreign customers. It also allows recording calls, which helps take notes later or remember essential details.

Easy and cost-effective

Alfredo points out that the process was straightforward, in just one day, and without the need to purchase or distribute any equipment or devices among the employees. “Our intention was clear: to be more efficient in receiving calls and that teleworking was not an impediment to being able to attend to our customers closely and quickly,” says Alfredo.

Many companies are reluctant to change technology or switch to a new number. Although VoIPstudio offers number portability, Nementio opted to switch to a new number. “We changed the previous number we had, which we took as a positive point, as we were able to choose one that was more pleasant, easier to remember, and more attractive to the customer.”

On the other hand, many VoIP customers have concerns about whether the application could be simpler to set up, with lengthy processes and high time investment. “VoIPstudio’s support helped us a lot with the questions we had in record time and advised us on how to get the most out of the system.”

Benefits

- Easy and quick to implement.
- Meets the communication needs in a teleworking environment.
- Allows additional internal collaboration options, such as chat, video conferencing, or desktop sharing.
- Minimal cost, perfect for a small agency.
- No need to purchase additional devices for employees.
- Fast and responsive technical support.