

# simPRO and VoIPstudio

## Global call centre operation is more efficient, agile and effective

### Background



simPRO Software is part of the simPRO Group, founded in Brisbane, Australia in 2002.

The company creates cloud-based software designed to make running a trade business easier by streamlining workflow for everything from estimating jobs to service delivery and payment processing.

simPRO provides services that are vital to the running of trade businesses, and its clients need exceptional levels of support. To ensure this, the company operates call centres in each of the countries where it works.

<https://voipstudio.com>

### Challenge

simPRO's solutions are used by a huge range of trades, including electrical, data networking, plumbing and heating, security, building services and facilities management, as well as solar and energy service companies. SimPRO has opened offices in New Zealand, the UK and the United States with more expansion planned. The company currently has more than 150 staff, 2,500 clients and 80,000 users.

simPRO migrated from traditional landlines to a VoIP provider for its Australian offices in around 2010 – but while they did benefit from cost savings, the provider wasn't able to help the company achieve its real goal – that of one telecoms solution for all its offices: a global solution that would transform the effectiveness of the call centres.

"We started to look at how our services work for us on a global basis and not just on a per country level," says Jonathan Eastgate, Chief Technology Officer for simPRO Software Group. "That was a big problem for us. When we first set up our overseas offices we weren't able to find one supplier that could handle all of our offices requirements - so we ended up with different suppliers in each country. In some cases that meant having physical PBXs in the office, which wasn't what we wanted. Our aim is to have no physical infrastructure in the offices so that if the place burns down tomorrow you can just move over to people working from home."

"We also wanted one system used by every office because that allows call interconnect between the offices to be a lot simpler and more cost effective. It would allow us to introduce a 'follow the sun' methodology for our call centres. Each office is in a different time zone, so we can have call routing follow the time of day in the various offices. It might be midnight in Australia but support calls can go straight to the UK call centre which is online. That means we are improving the level of service to clients."

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Jonathan Eastgate,  
CTO, simPRO Software

## Solution

Mr Eastgate says implementation of the VoIPstudio solution was fast, easy and painless. "At the moment we are running about 170 extensions across four countries," he says. "That is a fairly daunting prospect, to move all of those. But we had no issues. The numbers changed at the minute they said they would and it all rolled out smoothly. There was no requirement from us aside from having the phone device or the SIP software on the PC. The whole thing was remarkably simple."

He says simPRO makes extensive use of the IVR (interactive voice response) and queuing functionality within VoIPstudio. The easy to use yet powerful admin panel makes configuring the system to meet the company's needs both simple and flexible. Any of our team can manage it no matter where they are based," says Mr Eastgate. "If the guys in the UK are having a problem tonight they might phone me or one of my team here in Australia and we can sort it out for them or make the changes."

## Benefits

Mr Eastgate says since moving to VoIPstudio, call quality has increased markedly compared to the company's previous VoIP providers.

"When it comes to support they have always been, helpful, quick and responsive. The fact that they are open to taking suggestions about adding features is a great thing. It is hard to find suppliers who are willing to do that these days."

The company is also more agile – able to set up the telecoms for new offices and call centres quickly and easily, which is important to a business which is expanding rapidly.

"The fact you can request new phone numbers and free call numbers over the control panel and have them available in a few seconds flat is pretty much amazing," says Mr Eastgate.

"I'd say the core benefits of using VoIPstudio are ease of deployment, ease of management and ease of use. Overall it has also reduced our call costs yet again. We have achieved a percentage cost reduction of around 40% compared to our previous VoIP supplier. So compared to fixed landline phones the saving would be in the region of 70% to 80%."

He says running the company's free call numbers is also a lot cheaper with VoIPstudio than with any other supplier. "Having VoIPstudio makes a really big difference to the way we are able to operate," he says, "but the financial aspect is great as well."

Easy creation of new phone  
and free call numbers...



Helpful, quick and responsive  
technical support...

40% cost reduction compared  
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