

Camelot and VoIPstudio

VoIPstudio helps Camelot Global save money and optimise its enterprise telephony capabilities

Background

CAMELOT

Camelot Global is a leading lottery operator, and technology and professional services provider around the world. It enables responsible lottery growth for national lotteries and lottery owners, through a proven track record of successful public-private partnerships around the world. It's expertise in game design, digital platforms, e-commerce, retail operations and marketing has made it one of the most successful operators of interactive lotteries.

Its sister company, Camelot UK, has operated the UK National Lottery since 1994. Camelot UK has an unrivalled track record for success, helping the UK National Lottery deliver over £62 billion to winners and £36 billion to good causes to date.

Camelot recently switched to VoIPstudio in order to get more flexibility in its communications requirements, and to save money.

Challenge

Camelot Global needed an enterprise telephony system that was flexible to meet its needs. With operations in three countries – the UK, the US and Ireland – the lottery operator and service provider needed flexibility on the phone numbers it could choose, and needed to be able to bring users online, and offline, as necessary.

The organisation was using an unnamed operator, which was not meeting its requirements. “We were using another carrier and it was not as flexible as we needed it to be in terms of bringing on new lines for staff and cancelling lines. The control panel was very outdated and not intuitive – was like Windows 98. We also needed flexibility on phone numbers as we have operations in multiple countries,” explains Stas Kiselev, IT Analyst at Camelot Global.

In addition, Camelot Global needed a clear breakdown of billing, and had to rely on the incumbent carrier for this, which again did not meet its requirements, as it did not provide the necessary granularity or the flexibility necessary.

Solution

In January 2018, Camelot Global decided to switch from its incumbent carrier to VoIPstudio. VoIPstudio 2.0 is a cloud-hosted communications platform that enables flexible and secure connections, regardless of location. It enables free internet calls, worldwide virtual numbers, an easy-to-use, intuitive web interface portal, and is ideal for dispersed workforces and remote offices.



The completely redesigned dashboard in VoIPstudio 2.0 brings a cleaner, bolder user interface, providing a more intuitive, responsive and customisable overall experience for users. New and updated capabilities further add to the improved release, with VoIPstudio 2.0 now offering a rich set of enterprise productivity tools.

VoIPstudio 2.0 also introduces two new exciting features: in-dashboard IM and voice calls. The built-in IM/chat feature allows users to have conversations at any time from within the web browser, without the need to install a separate application. Likewise, users can make VoIP calls from within the dashboard, without the need for an IP desk phone or additional applications.

The installation

“The set up was very quick and easy. The functionality is very broad and has the flexibility to meet all of our needs,” said Stas of the ease of deployment”.

Even when there was a problem during the deployment – when the existing carrier lost all of Camelot Global’s lines during the transition through no fault of VoIPstudio – Stas explains that the VoIPstudio team pulled out all of the stops to ensure that all lines were back online within 2 hours. “That’s very unusual to be so quick, and was great work by them,” said Stas.

The benefits

The sleeker, more intuitive interface has already made it easier for Camelot Global to add new lines, and remove old lines, as required. The organisation is planning to increase the current number of users on the system more than three times from 15 to over 50 from April, a task made simple and efficient by VoIPstudio.

“It does everything we need it to do, for example, we can connect multiple phones through a single line, and we can use desk and soft phones simultaneously,” explains Stas.

At the same time, it meets the requirement for flexibility on virtual numbers in the countries from which it operates. It means that the organisation can also use both desk and soft phones, according to its needs, not only boosting productivity, but also allowing Camelot Global to reduce the number of desk phones needed to install and maintain. Camelot Global now also creates its own billing breakdown by different categories and parameters as required.

In addition, Camelot Global estimates that it is already saving 10x the cost of maintaining conference phones with the previous carrier, which were only used intermittently. “We had around 13 conference phones. However, they might be used once a month, but sometimes we would need to use them every day for a month. The usage varied a lot – and pay as you go was not an option due to the expense,” explains Stas.

He continues: “We were paying 10x more than we are now with VoIPstudio. With our previous carrier, we paid for the line, even if we didn’t use it. But now, thanks to the pricing structure offered by VoIPstudio, we have already saved a lot of money, compared to the previous carrier, and gained the same functionality.”

Camelot Global is also currently testing the web conference capabilities of VoIPstudio and is considering moving this over to the new system too, which would again cut costs. “We already have a better deal with VoIPstudio for our web conferencing services, than we did with the previous carrier,” explains Stas.

He concludes: “So far VoIPstudio is everything that we expected and hoped for and is flexible enough to meet all of our needs.”