

Discover how switching to Unify's inbound platform helped a multinational organisation to make significant savings and improve resilience.



## Case Study:

Unify Communications saves multinational customer 40% on their inbound calls.

### Significant cost savings & improved stability

A British multinational organisation listed on the London Stock Exchange and a constituent of the FTSE 250 Index achieved incredible commercial value by implementing a new and more resilient call management platform.

This enabled the customer to have better visibility and control of their call routing during peak times as well as putting a recovery plan into place.

Unify helped the customer to make significant savings on their numbering costs whilst simultaneously increasing the resilience of their platform.

The business initially operated 2 core BT numbers: an 0800 number and a business rate 0871 number.

They also used an 0371 number which was used for customer follow-up calls once a booking had been made.



On average, Unify saved the customer 40-70% on their monthly number charges



66%

The customer reduced their 03 number costs by two thirds whilst 0800 rates were reduced by 40%.

"Saving between 40-70% every month on non-geographic number charges, our customer has reported a drastic increase in commercial value presented by their numbers and is naturally delighted."

- Russell Attwood, CEO Unify Communications

## The Challenge:

The organisation was struggling with the incumbent inbound supplier, with issues ranging from the stability of the platform to the limited visibility and control of inbound calls - especially during peak times.

Whilst it was important that the business worked with a supplier who could reduce the cost of their communications, the team also needed a trusted advisor who would understand their business needs, and provide guidance on improving their communications and customer experience.

## The Solution:

Working closely with the customer, Unify ported the business' numbers away from their incumbent BT service and across to Unify's Inbound platform.

Unify were also able to offer markedly more competitive pence per minute rates for their non-geographic numbers; delivering significant savings whilst providing a stable and more intelligent platform to enable the customer to effectively monitor their call traffic.

## Results:



**40-70%**

Monthly saving on non-geo number charges



**66%**

Reduction in 03 number costs

### Significant Cost Savings

Unify were able to reduce the customer's 03 number costs by two thirds, and their 0800 costs by 40%.

### More Control

Unify's inbound platform enables a much greater degree of control over call routing, enabling the customer to manage peaks efficiently and ensure real-time business continuity.

### Real-time disaster recovery

The customer is now able to activate real-time disaster recovery diverts and change routes immediately from within their inbound portal, as delivered by Unify.

With inbound solutions offered across 3 tiered plans and charged at a monthly subscription rate, Unify can provide an intelligent number platform built on a highly resilient network – meaning your business saves on CapEx spending. Contact our team today.

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