Case Study: BTA

BTA enjoys a full corporate telecoms system for the fraction of the price with VTSL

What was needed?

When an important contract comes up for renewal, there is usually a decision of whether to stick with what you know or switch to the promise of something better. With its existing telephone service contract due to end, IT services company BTA Ltd made a wish list of features it wanted from a new system and then set about finding the right solution at the right price.

For Managing Director Richard Taberner, the decision to upgrade to include new features was a business necessity. His sales and technical directors were pushing for ways to report on calls so that they could see how sales and support staff were performing. His first step was to talk to the existing provider whose on-site PBX system had been in place for a number of years but seemed to have limited functionality. He found that adding the desired capabilities would involve an additional capital cost of £10-15,000 plus increased service charges. As such Richard searched for more cost effective options.

VTSL develops Wallboard for the perfect solution

While impressed with the ease of use and flexibility of VTSL's products, BTA particularly wanted a live wallboard, something that was on VTSL's product roadmap for future development but not yet available. VTSL decided to fast-track development and in a few weeks was able to show Richard a demo of the new product. It was exactly what BTA was looking for and they decided to sign up with VTSL. Financially the solution ticked all the boxes for BTA, even down to the fact that their existing handsets could be reprogrammed and used within the new system.

BTA provides improved customer service

Today BTA benefits from a hosted telephone system that can handle five times the number of calls for around the same price as their previous, outdated system. Additional benefits in the shape of new contact centre capabilities deliver value to the IT specialist's growing customer base – including call-queuing, call-reporting, call-routing to support engineers' mobiles and a better ability to provide out-of-hours support.

A corporate-level system without the outlay

With the increased functionality of the system as standard, Richard is pleased to say that BTA has "bought into a corporate telecoms platform for an SME system price." He continues, "When you buy an SME telephone system you have to accept what it can do - with VTSL's hosted system you get corporate level functionality without the outlay."

"We use the phone to both win and keep business so we needed a system that not only handled calls reliably, but could help us manage and grow our business – these are things we found in VTSL."

- Richard Taberner, MD, BTA