

# Case Study: Meridian Business Support

VTSL streamlines telephony in the recruitment industry

## What was needed?

Meridian Business Support is one of the largest independent recruitment companies in the UK. Recruiting for Construction, Commercial, Education, Health and Industrial markets, Meridian Business Support supplies over 7500 temporary staff on a weekly basis and places 2500 permanent candidates a year.

Meridian's existing telecoms were provided by several different suppliers via a variety of ageing PBX systems. Meridian were unhappy with the vast range of complicated call routing and diverting options from their existing PBXs and wanted a more sophisticated system that would increase business flexibility and allow management better control over call costs. Furthermore they needed a system that would support the new business practices being adopted such as hot-desking at any branch and working from home. They also needed to retain their existing telephone numbers and implement a disaster recovery plan at branch level to ensure that their system would be completely secure, as recent reports about the rise in PBX hacking had been a cause for concern.

## From a 3 branch trial to a 50 branch roll-out

Meridian chose to trial the VTSL Hosted Solution at three sites initially. VTSL installed their Private Access Network, replacing the existing ISDN lines, and existing numbers were ported to the VTSL network. All calls were then carried to the VTSL datacentres via a secure private network. The benefits of the new system were immediately apparent at the three test site branches and as a result of the overwhelmingly positive feedback from staff, Meridian decided to make VTSL their sole telephony supplier, rolling out their hosted solution across 50 branches nationwide.

## The ultimate result

Meridian now benefits from the very latest in call features and call handling functions without the associated set-up cost. Thanks to VTSL's fully customisable call handling and forwarding, advanced call logging and flexible auto-attendant with voicemail, all calls to Meridian are handled as efficiently and professionally as possible, with no time wasted on complicated out-of-hours call diverting. This is the same whether staff are in their own office, hot-desking at another branch, working from home or taking calls on their mobile.

The increased efficiency has been delivered across a vastly simplified telephone network, allowing management to cut existing call costs and better control call costs in the future. Because good communication is the key to success in the recruitment industry, having the tools to communicate more effectively whilst also saving money has made Meridian Business Support more productive and therefore more profitable. As Adrian Erangey, Director at VTSL put it, "It's win-win and that's what I love about our product—knowing that it puts others in a position where they can perform at their very best."