

Case Study: Oliver Parks

A flexible VTSL phone system fuels growth for recruitment firm Oliver Parks

What was needed?

Every small and medium-sized business is driven by a need to grow: to win more customers, grow revenues and increase market share. Making sure that you have the right resources to handle growth however can be a balancing act between tomorrow's needs and today's budget.

This is certainly the case for IT recruitment specialists, Oliver Parks. Within 18 months the Newcastle-based executive search company has grown its headcount four-fold and established new offices in London, New York and Germany. This impressive growth has seen the company move from small serviced offices to increasingly larger offices to accommodate more consultants.

VTSL provides a cost effective and reliable solution

Oliver Parks opted for a stable, trusted telephone system that could easily adapt to meet its growing needs: one that didn't involve a hefty investment in hardware, could be easily managed in-house by an office manager and didn't present any surprises when it came to the monthly bill. "We are heavy telephone users," John Reay, Managing Director says. "The charges we pay VTSL for our calls are very competitive and importantly, very consistent – a real concern for any growing enterprise." As the company grows internationally senior managers are able to use the same system from home to call different time zones. Using a reliable hosted telephone system also ensures that candidates and employers get a personalised, responsive service by contacting their consultant directly - wherever they are. This gives Oliver Parks an advantage.

Business insight fuels future growth

While the flexibility and reliability of the cloud hosted VTSL system ensures that business keeps moving operationally, the VTSL solution also makes an invaluable contribution to the company's growth. A 'wallboard' provides management information about what is happening on the phones and a call reporting facility helps incentivise employees to adopt the behaviour of high performers as well as highlight any performance dips quickly. "There is a direct correlation between time spent on the phone and a consultant's effectiveness," explains John. "The business insight we get from our VTSL system helps us protect business as well as identify the models that work and apply them to fuel future growth."

"It is all about the relationships we build by getting through to the right people and spending time with them on the phone. Telephony is really core to our business."

- John Reay, Managing Director, Oliver Parks