

*Relevant technologies for real people*

## Flexible Line Rental and Scalable Phone System Handle Peak Business Periods

Blooming Gorgeous had an old phone system incompatible with the NBN. They needed to upgrade to a telephone system and line rental agreement flexible enough to handle increases in call volumes for short periods in the year.

The Comtel VoIP internet phone system connected to Comtel's Small Business Package delivers flexible line rental and monthly savings of 66%.

### THE CHALLENGE

Blooming Gorgeous is one of Toowoomba and the Darling Downs' busiest florists. The small business has won national small business awards for its commitment to customer service, innovation, quality of product and their ongoing engagement with the community.

The flourishing florist experiences peak sales periods for special occasions such as Mother's Day and Valentine's Day. The volume of inbound calls can significantly increase prior to the date.

The old Telstra set-up had a limited number of fixed lines, which couldn't handle the additional call volume in peak periods. This meant when the lines were full calls went unanswered and sales potentially lost.

Servicing a large regional base means Blooming Gorgeous uses different phone numbers for local advertising and marketing. The old system did not offer the ability to log and quantify calls to each number. This limited the florist's ability to quickly identify what campaigns performed better than others.

### THE COMTEL SOLUTION

Comtel replaced Blooming Gorgeous' dated phone system and Telstra lines with a Unify internet based phone system consisting of a VoIP PBX and four handsets along with headsets for hands-free communication. The system can easily handle the increase in calls with no additional hardware or handsets.

Line rental and calls are supplied through Comtel's Small Business Package, which provides flexible monthly line rental. The setup of additional lines takes approximately eight hours. When call volumes are set to increase Blooming Gorgeous is charged a small additional monthly line rental fee.

### OUR CLIENT

#### Blooming Gorgeous

Devices:	< 10
Monthly Spend:	~ \$400
Industry:	Retail Florist
# of Sites:	1
Special Requirements:	Flexibility to increase lines to meet seasonal demands

The national award winning florist is located in Toowoomba's CBD and has been operating since 2006.

The team at Blooming Gorgeous offer an extensive range of floristry services. They pride themselves on their connection with the local community and delivering quality and innovation in every bunch and bouquet.



"Since implementing our new phone systems several months ago our telephone bills have reduced by a massive 66%."

**Sally Harvey, Director**

#### ABOUT US

Comtel is able to consult, design, and implement a communication solution that is perfect for your unique business. Our capabilities include supply and installation of telephone systems and peripheral items such as Voice Mail Systems, Headsets, and Wide-area Cordless Telephone systems.

We can also supply and install radio communications equipment for large fleets, radio towers for long distance radio links and microwave radio systems for cost-effective data transfer.



## IMPLEMENTATION

The total process from initial project meeting to full installation took no more than eight weeks. All existing numbers were carried over to the new Comtel package. This meant zero interruption to business with no need to change any contact details.

The process was hassle free and involved seven simple steps:

1. Comtel undertook an obligation free phone bill analysis to determine where cost savings in line rentals could be achieved.
2. System specifications were detailed to ensure the hardware could easily be scaled to meet seasonal sales demands.
3. Comtel managed the connection and installation to the National Broadband Network along with the application to convert to a new carrier.
4. A Comtel programming engineer worked with Blooming Gorgeous to map phone call handling, overflow, voicemail and call queuing.
5. The system change over date and time was set to fit with Blooming Gorgeous business hours.
6. One-on-one user training was undertaken with all staff.
7. After install, a Comtel programming engineer worked with the team to setup and modify their own personal shortcuts and favourite lists as they were being trained.

Comtel provides ongoing software updates and support.

## BUSINESS RESULTS

Comtel's internet based phone system and Small Business Communication Package has delivered Blooming Gorgeous a massive monthly saving of 66%.


The flexibility of the system has delivered major efficiencies in handling peak sales periods. Blooming Gorgeous sends Comtel a request to handle a certain level of additional inbound calls. Within a day, Comtel enables the system to handle higher call volumes. This is done without any changes to hardware or the need for an on-site call out.

The Unify system provides call analysis and reporting which helps Blooming Gorgeous determine the effectiveness of various marketing initiatives. The system call logging enables them to quickly identify the number of calls received and call duration for each different phone number. The florist can determine what phone numbers are working and where to focus their advertising spend.


Key benefits delivered:


- 66% reduction in monthly phone bills.
- A quality phone system with handsets and headsets to meet a busy working environment.
- A phone system flexible enough to be scaled up and down to handle seasonal call volumes.
- An online management system that identifies incoming calls from different marketing sources.

**TECHNOLOGY**

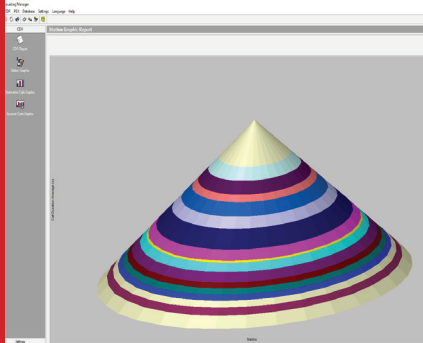


It's time we made a connection





Versatile, wireless headsets were implemented to maximise efficiency.



Marketing ROI made easy through inbound call analysis and reporting.

"I have found the entire Comtel team to be extremely helpful, knowledgeable and a pleasure to deal with."

Comtel has given us high quality advice and have been upfront and honest with all of their recommendations."

Sally Harvey, Director  
Blooming Gorgeous

