



Holloway Friendly provide income protection, to keep members bills paid and help keep lifestyles intact if they're unable to work for a period of time due to injury or illness.

## The Challenge

Holloway Friendly were using an older Avaya phone system and were looking to improve their internet connectivity. Whilst doing this exercise they also wanted to consider how they could utilise their new internet service to combine voice calls. Their key challenges were how their calls were handled inbound and outbound and they needed to ensure that their calls were being routed correctly to individual departments and to ensure no calls were missed. They had no data to measure lost calls or measure any form of activity, including peaks in voice traffic throughout the day which was something the Managers wanted to measure.

**Rob Broady, Head of IT at Holloway Friendly said** "Our consultant Michelle Holloway, was extremely informative and key to understanding our needs. RHM has been great, our challenges started to reduce immediately once the secure internet connection was installed giving us stability and security. We were able to utilise this for voice traffic, saving us money on landlines and calls. We have an excellent, cloud-based phone system in place and it has increased our daily productivity. I can wholeheartedly recommend RHM to any business looking to improve overall communications."

## The Solution

Holloway Friendly contacted RHM Telecom for a consultation on the available technologies and systems currently on the market. RHM recommended the Gamma Horizon hosted telephone system based on the requirements of the organisation.

**Installing Horizon enabled Holloway Friendly to use a cloud-based telephone system with the following benefits:**

- Comprehensive management reporting and statistics on calls in and out
  - Effective call routing across all departments
- Complete business continuity
- Improved productivity of staff especially within the Call Centre
- Substantial savings on calls and maintenance costs
- Call recording of all calls
- Automatic Call Distribution