



Business continuity and comprehensive call reporting



Background

Lintbells has been making premium quality, natural supplements for pets since 2006, when John Davies and John Howie discovered a shared passion: the difference great nutrition can make to pets' lives. And although they have grown a great deal since then, Lintbells are still based near Hitchin, Hertfordshire, and all products are manufactured in the UK.

Their product range started with YuMEGA, an ever-popular essential oil supplement for healthy skin and coat. Since then, Lintbells have grown to become a leading expert in developing, perfecting and producing high quality pet supplements that really work.

Every new product begins with a need. Their joint supplements started with Charlie, John D's much-loved chocolate Labrador. After trying all the available alternatives, Charlie was still stiff – so Lintbells set out to create something better – and YuMOVE, the UK's #1 joint supplement for dogs was born.

A Need For Change

Flip first became involved with Lintbells at the end of 2013. Lintbells had outgrown their current office and relocated to Fairclough Hall Farm. The initial needs were simple, they needed to retain the published phone number and provide additional handsets for their growing team. Within 2 years Lintbells' success meant the team was growing and Lintbells wanted to ensure that the level of customer service remained at the excellent standard it always had done, so the communication requirements had to evolve.

The customer service team needed specific call routing to allow customers to speak to the most appropriate staff member quickly, as well as the introduction of call reporting to allow managers to measure the level of service being provided.

Lintbells has remote workers that work around the UK and needed an effective way for them to communicate with the office in a fast and effective manner to allow communication to flow. With growth and an increasing reliance on the phones, reliability became a key factor; the office is based

in a remote location and internet services are not that of suburban offices.

Further expansion saw Lintbells take on more units at Fairclough Hall, of which weren't adjacent to their current unit. Communication had to be as if in one office, they all had to be part of one system.

Call Reporting Features

- ★ Historical Call Management reports
- ★ Browser based for viewing anytime, anywhere, on any device
- ★ Permissions based access
 - ★ 31 standard reports:
 - ★ Cost analysis
 - ★ Performance management
- ★ Capacity planning
- ★ Scheduled email reporting
- ★ Toll Fraud Alert
- ★ Integration with SAP Crystal reports





LINTBELLS CASE STUDY

Hosted Phone System



What we did

Our first task was to move the phone numbers to an Inbound platform, allowing calls to not only ring in any location, but also provide a degree of business continuity. A system was suggested based upon the brief.

Vision Call reporting offered a comprehensive reporting software. Scheduled reports meant periodic interrogation was not required and weekly reports land in managers email boxes for review.

Remote workers were provided with a smartphone app, which works by allowing the individual to login with a dedicated office extension number, which can then receive and make calls displaying your office extension whilst out of the office.

A system that could support both ISDN and SIP was decided upon, as a combination of these services offered reliability. Flip proposed a Splicecom system as it could provide all of the above, and work in two locations. A server in the main unit and a slave server in the second unit provides connectivity for both ISDN and SIP, and both servers can work independently.

Inbound provides access to the main numbers from a webpage or app on a smart phone. If and when required, with a few clicks main numbers can be redirected to any destination.

Conclusion

Lintbells' success continues and Flip continue to be their Telecoms department. Lintbells understand their industry inside out, Flip understand communications inside out and together we deliver a solution that works. Flip are proud to have customers with the pedigree of Lintbells (no pun intended) and sincerely hope we have many more successful years ahead.

Benefits

- ★ Vastly improved resilience.
- ★ Much more intuitive and easier for staff to use.
- ★ All services audited and documented.
- ★ Seamless and trouble free migration, including number porting, within a few hours of signing a single form.
- ★ Numbers now independent of physical location.
- ★ Improved level of back-up with diverse routing.



Flip have been able to support us as we have continued to grow at a fast-paced. Customer Service is at the heart of everything we do, so to have a reliable phone system is hugely important to us. Being in a remote location, as well as having multiple sites has provided various challenges that Flip have also worked through in a professional and efficient manner.

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