



Customer Case Study:

Hanburys - www.hanburys.co.uk

Accounting firm using IRIS software deploys VOIspeed telephony platform.

Testimonial from Tush Desai, Chartered Certified Accountant, Hanburys (St. Albans, Hertfordshire).

The Business Background

Hanburys is an established firm of Chartered Certified Accountants based in St. Albans, providing a wide range of accountancy, audit and taxation services to individuals and companies. This General Practice offering includes Audit and Assurance work; VAT, planning and returns, together with services for small businesses such as book keeping and company secretarial work.

Hanburys take pride in the prompt and proactive service they provide to their Hertfordshire client base and the long

term client relationships that they have established. They attribute the longevity of these relationships to their bespoke service and to client contact. As Tush reports, telephony is a vital component to their service offering:

“Accountancy practices have a lot of client contact throughout the year. For us keeping in touch is key to the development of our client relationships and its necessary for each member of staff to have easy access to the contact details should the need arise.”

“The phones are easy to use, installation is painless and there is no downtime. Furthermore, there has been good customer care since the installation with bespoke training and amendments to phone system settings when our company expanded recently.”

Tush Desai (Principal Director)



Barbara from Hanburys using the V-6014 with VOIspeed software.

The Challenge

Hanburys had considered replacing their BT Norstar system for some time. With an expanding team and merger with a new firm on the horizon, they required a system which would offer the flexibility to

grow with their expanding team with low ongoing costs for upgrade and maintenance. In addition, the company was very keen to integrate their existing IRIS software (essential for providing their accounting

services to their clients) with VOIspeed by importing the existing database of contacts and implementing additional telephony features like click-to-call.

In September 2011 they made the decision to deploy a new VOIspeed system, together with new computers. Their modernisation programme also included the building of a boardroom in which VOIspeed fitted a conference unit.

The Solution

All employees at Hanburys are computer literate and use software for their accountancy work, so they were ideally suited to using VOIspeed Soft-Client with USB phones. VOIspeed Ltd also provided each employee with a VOIspeed V-6014 USB phone and installed a separate stand-alone VIP400P phone in the new boardroom. Thanks to its state of the art hybrid-cloud architecture VOIspeed was connected to the three existing analogue lines whilst providing full VoIP connectivity giving the option to increase the number of phone lines in the future.

Key numbers for Hanburys:

- 9 x Extensions
- VOIspeed Software
- 3 x Analogue lines
- Potential to move to VoIP with expansion of the company.
- Hardware: 8 x VOIspeed 6014 USB phones (employees) and 1 VOIspeed IP400P phone

The Outcome

• Time saving

Tush Desai noticed immediately that the company saved time with their new VOIspeed system:

“Before we did not have Outlook as a database or an IP phone system, so we used to search for numbers in our paper database inside each client’s file. Now we save phone numbers when the client calls, which has proved a great timesaver.”

• Improved Control and Visibility

“With the BT desk phone employees could only call, hold and transfer. Now they can send messages, see who is calling, and simply call at a click. They generally have more control and visibility of their colleagues’ availability than with the previous system.”

• Improved Internal Communication

Internal communication processes within Hanburys have also improved

dramatically, for example, via the internal texting function:

“If I am on the phone and there is another phone call, I can be informed by text and can manage also the second call.”

Recommendation

Tush is planning to recommend VOIspeed to his contacts:

“We are relatively new to the system but can definitely see the merits of it and will be recommending it in the future to clients and other businesses we network with.”

The Future

VOIspeed Ltd is keen to work with clients on future development needs. For Tush, a ‘desirable’ would be VOIspeed integration with IRIS, the integrated software solution used by the majority of general accountancy practices. He understands that VOIspeed has been integrated with SAGE, Salesforce and other CRM software applications and would find it useful if integration were extended to IRIS too:



VOIspeed Soft-Phone and IRIS software

“We believe that IRIS is the best software for accounting firms although it is not necessarily the cheapest. Integrating IRIS with VOIspeed and Importing IRIS database to VOIspeed would be fantastic!”

For further information please contact:
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