

# Case Study

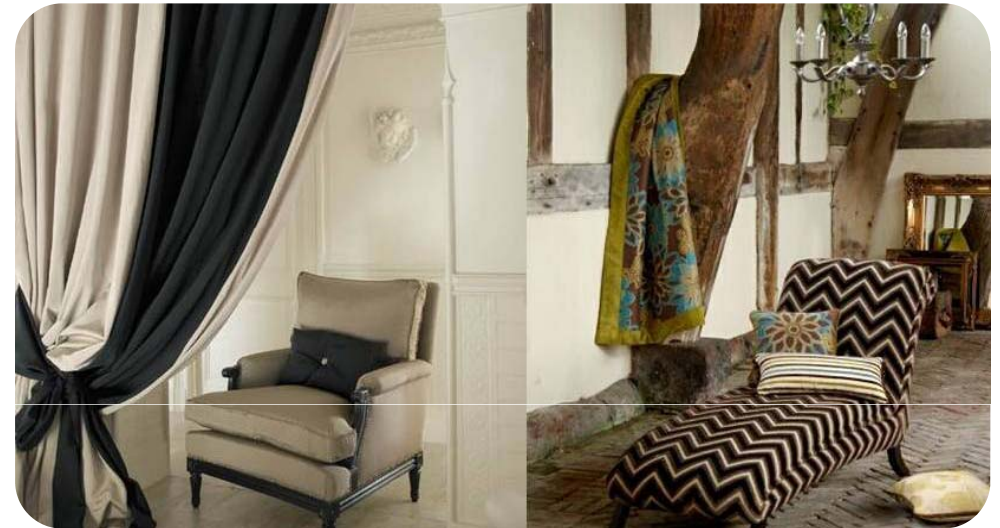
## How a Small Business Improved its Image with a 'Local' Presence

The Curtain Room, set up and run by Design Principal Melanie Casling, provides quality hand-made curtains, roman blinds and interiors.

As a small business operating in a very competitive market, The Curtain Room sees the relationships it forges with customers as vitally important to its continued success. Their approach is to take time to understand clients' needs and desires and avoids the 'hard sell' approach. Whether it be a simple blind or a complete room being considered, The Curtain Room are all too happy to listen and work with their customer's ideas. duty.

Delivering excellence in customer service to match their luxury product starts with creating that all important right first impression, usually a conversation over the telephone. In fact, given that much of its contact with customers takes place over the telephone, the manner in which calls into the business are handled is something The Curtain Room were keen to get right from the outset in order to provide a good customer experience.

Although operating from a single base in North Yorkshire, The Curtain Room is keen to portray itself as offering a local service throughout North Yorkshire with all the 'feel good' factor that engenders.



***Telephony services are critical to our business and the quality and availability of the TeleWare service, without our having to understand the technology, is ideal.***



**Melanie Casling, Design Principal, The Curtain Room**

**TeleWare**

# The Solution

## Big Company Features at an Affordable Price

A Hosted Communications solution was implemented, enabling The Curtain Room to take advantage of a number of 'big company' telephony features whilst avoiding the need to purchase any equipment – an important consideration for any start-up company with limited resources.

## Local Company Image with Geographic Numbers

TeleWare was able to provide multiple local telephone numbers directed to a single number for The Curtain Room, enabling the company to promote itself in different geographic areas with a local number for each area.

## Supporting Flexible Workstyle

Work is typically carried out in the company's studio near York but staff sometimes work from home or may be found visiting a client. Given the dynamics of the situation and their flexible approach to work, ensuring that all calls are answered promptly in order to maintain a high level of customer service is particularly important.

Using the Find Me – Follow Me feature, one of many call handling options supported by the TeleWare service, incoming calls are automatically routed through to a studio, home or staff mobile phone, irrespective of which of the range of numbers for The Curtain Room was dialled. On answering each call, a 'whisper announcement' informs staff of the location of the caller based on the number called. It is very rare for customers of The Curtain Room to find themselves talking to voicemail.



# The Benefits

Use of multiple geographic numbers allows the company to portray itself as having a 'local presence' within regional advertising campaigns, without having to have local offices or multiple telephone facilities.

Find Me – Follow Me call routing supports the flexible work style inherent in the business whilst ensuring all calls are answered promptly.

**TeleWare**

# TeleWare

TeleWare's telephony applications provide business communications solutions for mobility, personal contact management, messaging and call management solutions. Unparalleled interoperability enables seamless integration with a wide range of PBX and application vendors. A commitment to open standards ensures flexibility, freedom and choice.

## TeleWare UK

TeleWare Plc  
TeleWare House  
York Road  
Thirsk  
North Yorkshire  
YO7 3BX

**Sales:** + 44 (0) 1845 521250  
**HQ:** +44 (0) 1845 526830  
**Email:** enquiries@teleware.com

## TeleWare Australia / New Zealand

TeleWare Australia  
Level 40  
140 William Street  
Melbourne VIC 3000  
Australia

**Sales:** + 61 3 9607 8490  
**Email:** salesasiapacific@teleware.com

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