

# Simple and cost effective communications for multi-sited veterinary practice



## In touch at all times

Communications options for Cheshire-based Hunt's Veterinary Clinics were restricted by its legacy telephone system. David Hunt, owner and principal vet, explains: "We had a requirement to put a new phone system in. I have a remote site also and I wanted the telephone system centralised with one person answering the phones."

Hunt's Veterinary Clinics spoke to its BT Local Business, and BT Versatility was identified as having all the features that the company needed. BT Versatility can be configured so that callers can dial direct to the person they are seeking, or alternatively calls can be channelled through a central point such as a receptionist. Also, sites can be linked at no extra cost ensuring seamless call transfer regardless of who the caller is looking for.

David Hunt says: "It allows us to have just one single main office number. People can get hold of me because they know where I am, rather than having to ring three different people first. So it saves the business time and makes my remote site effectively just another room in this building."

## About Hunt's Veterinary Practices

Hunt's Veterinary Practice is based in Poynton, Cheshire, with a second branch in Woodley. It is dedicated solely to the care of small animals and is one of the few local vets to operate on tortoises. David Hunt became principal in September 1999 when his father retired after 40 years in practice. The new clinic provides the most up-to-date facilities, including an overnight room to enable duty staff to be on site around the clock when required. This has allowed an ever-increasing number of procedures to be performed on site without referral.

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## Simple and cost effective

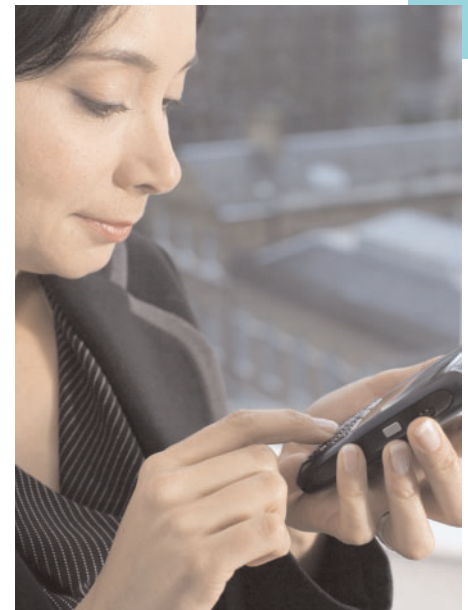
By using the BT Versatility remote extension capability, far-flung people can become part of a single network. BT Versatility allows calls to be made using a broadband connection instead of normal phone line, meaning that phone calls between sites can be free of charge. David Hunt comments: "I don't have to pay two people to do the job of one person. And rather than having individual lines and paying call charges, we have free seamless access into the main site."

BT has learned how to make communications simple, and all that expertise has been built into BT Versatility. So, once it has been installed, it can virtually be left alone: it does not need expensive people with a degree in computing to look after it. David Hunt says: "I've not picked up the instruction book once for this system. I find it very easy to use. Everything you need to know is perfectly obvious from the handsets."

## Unified facilities on a single platform

BT Versatility is what's known as a unified system. That means that it will handle not only telephone calls but also other business critical communications. Using broadband connectivity with BT Versatility a company can, for example, connect its PCs, share internet access, and make phone calls over the internet. People can even have their voicemail messages sent to their email inboxes, so they only have to check in one place for all their messages.

David Hunt brings this to life: "It makes life easier because we've got easy deployment of the internet; wherever we've got a phone we've got internet access. It saves me time on a daily basis, because I'm not managing a telephone system, and internet access, and the IP network all together. Out of the box the system has worked seamlessly and leaves me free to do what I do best, which is being a vet."



## Flexible and efficient

BT has designed the BT Versatility to be scalable. That means that customers don't have to buy things that they don't need. A company can start small and then add more modules and functionality as they need them. BT Versatility is also very flexible, as David Hunt observes: "I can divert my calls out of hours, and I can share staff resources. If I'm busy at the main site we can have someone at the remote site to handle the phones. So it's overall efficiency gains everywhere."

There are even BT Versatility features, such as call routing, that enable the creation of an inexpensive contact centre. That may be more than Hunt's Veterinary Clinics requires right now but, when asked to sum up his experience of BT Versatility, David Hunt's message was simple: "I'm delighted with the system and would have no hesitation in recommending it to others."

## About BT Versatility

BT Versatility offers one touch access to more than 50 call handling features. It integrates telephony, messaging, email, conferencing, and other applications on a cost effective and easy-to-control IP-based platform. Wireless working is simple with BT Versatility so that staff can work wherever necessary. The basic package starts with two lines and eight extensions and offers features including call routing, queuing, and music-on-hold. The system can expand up to 15 lines and 40 extensions. The BT Versatility Broadband Module PLUS provides capability for shared broadband access, LAN, and wireless LAN, as

well as support for remote extensions. Voicemail comes as standard on all systems with more than eight extensions.

BT Versatility is backed by excellent quality of service and support. Using the BT e-Support service customers can sort out minor problems, report faults, and find answers. With the BT online remote diagnostic service most technical faults can be fixed on the spot avoiding any company downtime and, in most cases, obviating the need for an onsite engineering visit.

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