



One unified system helps this charity and its supporters stay connected to the cause

Case study – BT IP Office

Rescue charity, Animals in Distress, relies on support from others to change the lives of the animals they look after. Switching to BT IP Office has given them a unified system that helps them manage their calls better, work more efficiently and get better connected with potential adopters and donors.

The challenge

Animals in Distress has a large rescue centre, 10 shops and a warehouse. To work effectively, they need a phone system that is reliable and flexible. It's essential that callers get through to the right person every time, otherwise the charity may miss out on donations or contact from people looking to adopt an animal.

When Neil Thomas started as Chief Executive Officer in 2015, an inflexible phone system meant incoming calls couldn't be rerouted to a new reception. Communication across the rescue centre – between the offices, reception and animal sections – relied on walkie talkies or word of mouth.

When phone lines went down for several days, trying to get people to come out and help them was very difficult. With different providers for cabling, mobile phones, lines and calls, everybody was blaming everybody else, and nothing happened as a result.

Using several providers also complicated the billing. "We didn't really know what we were paying for and when," says Neil. "It was causing confusion – our administrator was getting increasingly frustrated with the various providers."

Case study profile

Animals in Distress

Charity

Devon

68 employees

Challenge

To make their communications services simpler and more reliable so they can work more efficiently and get better connected with potential adopters and donors.

Solution

A unified system that gives them more control over their communications, a stronger mobile signal that helps them to stay connected on and off site and one simplified billing system.

Products

BT IP Office phone system

BT Mobile with Signal Assist

BT OneBill: one number to call for any faults and all accounts

The solution

Animals in Distress chose BT to install and maintain its IP Office system with over 20 extensions. It's a unified system that makes it easy to route calls accurately, manage messages effectively and host conference calls. It's flexible and easy to expand, so it's ready for any future developments at the charity.

Mobile phones were also needed to improve the communication between staff across the rescue centre and out on the road. As coverage on site wasn't very strong, BT recommended Signal Assist to boost the EE mobile coverage in the area.

After dealing with the stress of several days without phones, Neil is confident that the aftercare from BT will give them the back-up that they need to stay connected. And as everything's with BT, there's only one bill.

"The system does a lot, but it's easy to navigate, it allows us to streamline everything and bring it all under one umbrella, which is what we wanted," says Neil.

"It's very important that we're getting value for money. We owe it to the people who donate their money to us to spend it wisely."

Neil Thomas,
Chief Executive Officer
at Animals in Distress

The result

IP Office has provided a better service for people calling the charity, with holding messages and more options to help them get through to the right department straight away. New mobile handsets and improved mobile coverage means that communication has improved between departments on site, and between the warehouse and drivers out on the road.

Neil and the team are now enjoying the fact that their cables, lines and handsets are all with one provider, and the simpler billing system.

The future looks promising for Animals in Distress, with plans for a new kennel complex, a new head office, a new reception and, eventually, more shops. And when the time comes, IP Office will expand with them. "We'll use it more as we grow," concludes Neil.

"Right from the start, it was clear that we'd get a 'gold' service from BT."

Neil Thomas,
Chief Executive Officer
at Animals in Distress