



A dependable phone system that guarantees this funeral director is always available

Case study – BT IP Office

The most important thing for the team at Walter C. Parson is to provide a personal and sympathetic service at any time of day or night. And with the business growing, BT IP Office has given them a flexible communications system that makes sure no call is missed.

The challenge

Walter C. Parson has been in the family for seven generations, but today it's run by John Ware, his father, Stephen, and grandfather, Graham. As a funeral director, the phone is usually the first point of contact for their customers, so it's vital that it's reliable.

When the time came to upgrade their phone system to accommodate new offices, they didn't want to take a leap into something completely different. Their priority was to avoid any disruption to the high service levels they're known for. This level of attention starts from the minute the phone rings. "We can't afford to miss a call," says John. "We're almost an emergency service. We have to be available 24 hours a day."

Case study profile

Walter C. Parson
Funeral Directors
Devon and Cornwall
70 employees across 10 sites

Challenge

To upgrade their phone system to allow for business growth and help keep up their high service levels. To make sure all this happened with no downtime or disruption.

Solution

A new BT IP Office phone system lets Walter C. Parson manage their calls from wherever they are. It was installed in phases, to avoid any disruption to the running of the business.

Products

4x Avaya BT IP Office 500 system R9.1
New handsets: a mixture of 1416, 1408 and 9608

The solution

BT recommended the IP Office phone system. It can be set up so multiple devices ring at once, so the team never miss a call. It's simple to divert the phones out of hours to make sure that bereaved families are able to contact them, day or night. The system routes calls accurately to the right person, and staff can get voicemail and email on their mobile phones in the same inbox.

As part of the upgrade, BT suggested some group-wide 'on hold' music. John and the team worked with BT to write the script and get a licence for a piece of music which is also used on the website, tying in well with the brand.

The decision was made to install IP Office in the new Exeter site first, so that they could test it before rolling it out across the two larger sites. And when the time came to switch over to the new system, Walter C. Parson was ready to divert calls to another office, so nothing was missed.

"There was no downtime at all, the engineer literally swapped from one box to another, and the lines were live on the new system," says John.

"The BT engineer ran through the new features with everyone and organised extra training where needed. It's gone down really well. It's definitely improved things."

John Ware,
Managing Director's Assistant

The result

IP Office is proving reliable and easy to use. John can log in from his laptop to customise phone features for each team member and make changes. For more technical updates, the team can ring the helpline, BT can connect to it remotely, and there's a monitoring system in place.

With the business doubling in size over the last 20 years, John and the team are always looking for new sites in the local area. And they're ready to install BT IP Office in any new building. It can be used by between five and 2,000 employees, so there would be no problem with expansion. "We could just plumb it in and we'd be away," concludes John. "The ability to integrate new sites with what we've got will always be a good thing."

"We can just pick up the phone if we've got any problems, and we've been extremely happy with that."

John Ware,
Managing Director's Assistant