



Making better connections for a company that bridges investors and lenders

Case study – BT Cloud Voice



Award-winning lender Folk2Folk needed to replace their inadequate ISDN system so they could provide a better level of service. With the help of BT Cloud Voice, their new setup means no call gets missed and every customer gets the service they deserve.

The challenge

Peer-to-peer lending organisation Folk2Folk offers investors a better return on their savings and a much needed financial lifeline for customers. With a head office, four main branches and three agencies spread out across South-West England, as well as plans for rapid expansion, being able to communicate effectively was a top priority.

Folk2Folk's existing ISDN system was proving inadequate and didn't fit with the vision, or ambitions, of the business. Poor connectivity meant staff struggled to give the level of customer service they wanted to. Calls couldn't be transferred around the network. It was difficult to manage passwords and there was no facility for out-of-office messaging.

"We were concerned about losing calls, and potentially customers, but had no idea how many," explains Karl Straw, Folk2Folk's Information Technology Director.

Case study profile

Folk2Folk
Finance Sector
South-West England
45 employees

Challenge

To improve connectivity, simplify call management, support flexible working and help the business grow.

Solution

An integrated communications system gives employees more control over their communications, faster and more reliable internet access, and stronger mobile signal coverage, so staff can stay connected on and off-site.

Products

BTnet
BT Cloud Voice
BT Mobile

The solution

Folk2Folk has had a long-standing relationship with BT, so Karl arranged to chat with Chris Nash, a BT Local Business Sales Director. To help staff manage their calls, Chris recommended BT Cloud Voice, and Karl chose the top-of-the-range 'Collaborate' option to cover 50 users. The cloud-based system allows staff to make, answer, transfer and divert calls on their mobiles just as easily as on their desk phones.

BT Mobile was also a key part of the solution. The 25 new mobile phones give them better coverage, making it easier for staff to communicate and collaborate in-branch and between sites.

Chris also suggested they upgrade their broadband to BTnet, which gives Folk2Folk a dedicated line which is faster and more reliable. Having more bandwidth makes getting online, and getting on with their jobs, quicker and easier. Plus, with BTnet the bandwidth can be increased as the business grows.

"BT Cloud Voice works really well. The features give us so many options and make life easier. I can transfer calls from my desk phone to my mobile and we've set up Auto Attendant and Hunt Groups to make sure all calls are answered," says Karl.

"The set-up was seamless, the phones were pre-configured, BT plugged them in and they just worked."

Karl Straw,
Information Technology Director, Folk2Folk

The result

Cloud Voice has made it easier for employees to manage their communications and be more flexible, helping to improve customer service. Call handling is more efficient too, with customers getting through to the right person straight away or having the option to leave a message.

Folk2Folk soon plans to open more branches, and Karl's confident that when this happens, BT can install the technology to get the new branches up and running quickly. "BT have helped us take a huge leap forward by taking all our on-site hardware and pushing it into the cloud. We've got the flexibility to scale the system as we grow," says Karl.

"I can rely on the local BT team to make things happen, so I can get on with my job."

Karl Straw,
Information Technology Director, Folk2Folk

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