



## **GCC innova installs Cisco ‘all in one’ data/communications solution to improve customer service and achieve significant operating cost savings.**

### **Synopsis**

**Air conditioning distributor ICG Ltd were able to significantly reduce call costs and improve the handling of customer calls by installing a Cisco Communications Manager Express solution, complete with GSM mobile gateway.**

### **The Background**

The Intelligent Comfort Group (ICG Ltd), specialist provider of Sanyo air conditioning products and services, had been using a BT Featureline system with four landlines to satisfy their telephony needs. The company wished to improve system functionality, in particular call handling and onward routing to mobile phones. With office to mobile calls representing a significant proportion of communication costs it was felt that savings could be achieved by upgrading the system to benefit from lower call costs.

### **The Solution**

The GCC innova business-needs analysis recommendation consisted of BT ISDN digital communication lines together with a Star business internet lease line hooked up to a Cisco UC520 ‘communications hub’. The system comprises integral firewall, router, telephony solution and WiFi capability. Initially, eight user extensions have been provided with a mix of Cisco monochrome and colour display handsets, plus a fax handling facility. In addition, a GSM mobile gateway was specified to take advantage of low cost mobile call charges (within group and cross-net). The complete system was installed over a period of two days with no business disruption.

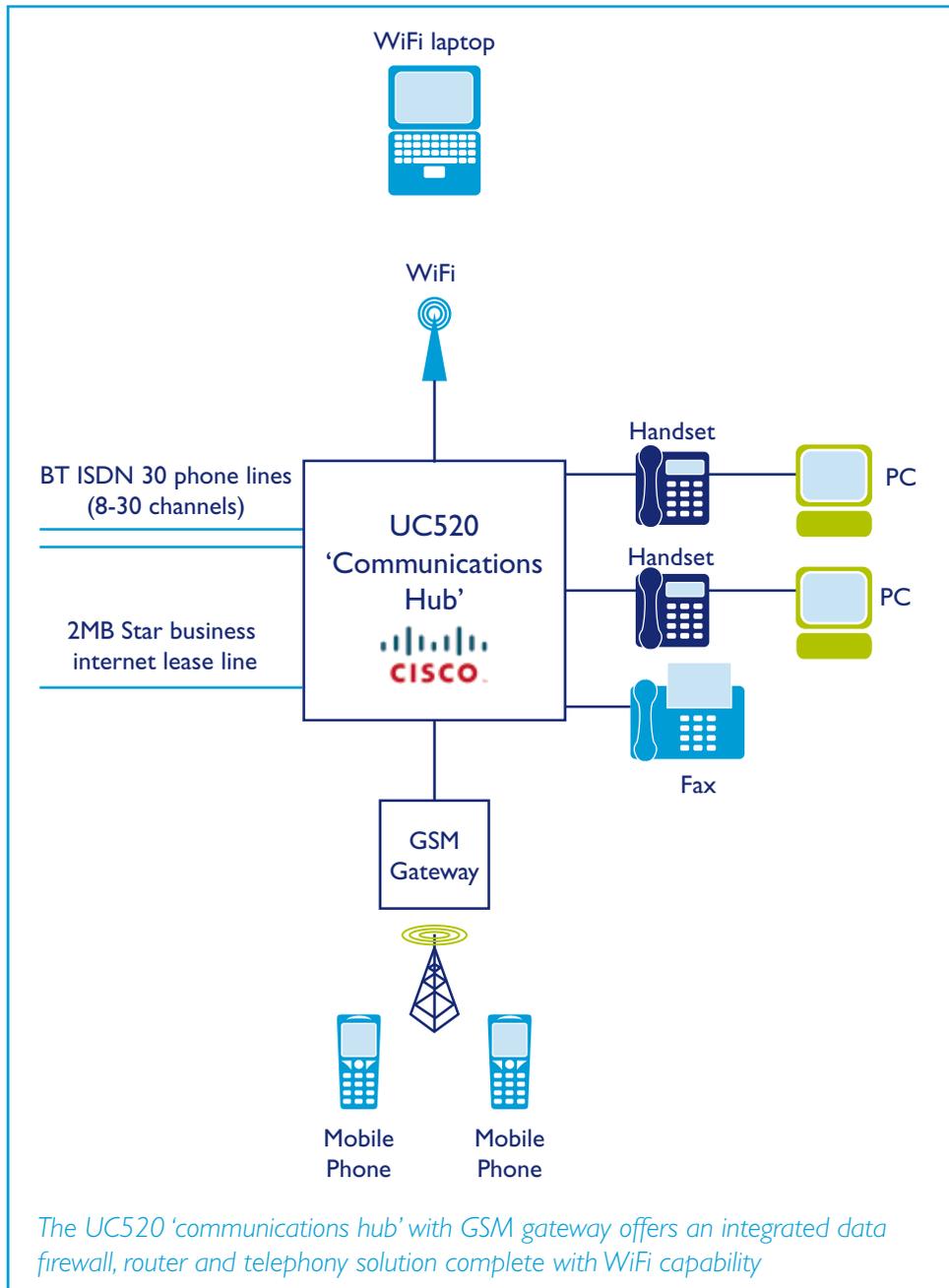


**Cisco UC520 ‘communication hub’ and colour display handset**

## The Benefits

The installation has provided a number of user benefits for ICG Ltd including:

- Rapid financial return - Capital costs are expected to be covered by phone call savings within the first five months, largely by use of a GSM gateway taking advantage of free mobile 'in-group' minutes and low cost 'cross-net' minutes.
- Improved telephone functionality – Corporate level functionality gives improved customer service and professionalism to call handling.
- Simplified communications – Single solution for landline, mobile and data communication needs.
- System future-proofing – The solution provides 8 digital/4 analogue extensions and is expandable up to 16 users. *Other models in the range facilitate up to 48 users.*
- Low business risk – Equipment from telecoms industry leader Cisco.



***"We are delighted with the system installed by GCC innova. The solution has not only improved our customer service levels through enhanced telephone functionality, but is also showing an extremely rapid return on investment – estimated at five months."***

**Martin Spence**

Managing Director, ICG Ltd

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