

# Case Study Marine & General Engineers Limited

Transition to Cloud Voice IP Telephony

Delivering Enhanced Business Continuity & Flexible Working

## Case Study

# Marine & General Engineers Limited (M&G)

## Transition to Cloud Voice IP Telephony



### Overview

The ageing on-premises PBX telephony system had become 'end-of-life' and product support was no longer available. Enhanced voice functionality and support were needed for this expanding business that is always on the move.

M&G now have a flexible and highly resilient cloud-based phone system that provides enhanced functionality and reliability through multi-number DDI contact in the office and at home. Operating costs have been reduced and on-going business operations have been simplified and protected.

“

Sure Cloud Voice provides us with an affordable, flexible, robust, scalable and easy to use telephony system, we are extremely impressed!

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Robin Glegg, Commercial Manager

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### Profile

Located in Guernsey, M&G provides a full range of services to both the commercial and leisure boating communities. They have a longstanding history in general engineering, and they possess the facilities and expertise to deal with a wide range of maritime problems. M&G manage all customer servicing requirements and are the sole Volvo Penta dealer on the island.

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### The Challenge

M&G operate a busy boatyard with a range of maintenance and chandlery services and are constantly handling customer enquiries. Communication is a vital part of their operation and customer service proposition.

The legacy PBX system had become end-of-life and product support was no longer available. They needed to refresh their voice services with a more flexible, reliable, and cost-effective solution.

Steve Bougourd, Management Accountant says "We wanted to identify the most appropriate, affordable, flexible, easily expandable and robust system to meet our unique needs, and we sat down with Sure to discuss the options available. They listened carefully to our business needs, and took the time to understand the way our old system worked, and where it didn't!

Daily operational needs and the challenges we'd faced during the two Covid lockdowns were discussed, and the need to enable flexible working in the event of future disruption was key.

Customers are always calling with new enquires, asking for quotes, and checking progress. We are constantly on the phone and we pride ourselves on our exceptional levels of customer care. It was essential to maintain and improve our levels of service with a system that would expand and grow with us as our needs evolve."

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### The Solution

M&G now have an IP telephony solution designed to meet operational needs. The new system connects to their existing business broadband service, and the call processing and routing is handled by Sure's Cloud Voice service in their resilient data centre infrastructure.

The need for flexible, home based working options were vital for M&G. This solution allowed some team members to have business phones at home that ring simultaneously with their desk phones, prior to diverting to a mobile if necessary.

Functionality was also a key component of M&G's transition. A DECT base station with five walkabout phones is also connected to the system to increase wireless coverage across the boatyard site. Additionally, Sure's Cloud Voice has a mobile app enabling calls to be made and received by smart phones using Sure's 4G mobile data network, where full fixed call handling functionality including call transfer and call holding can be applied. The solution was also able to connect to an external bell across the site to alert different departments to an inbound call.

Prior to the system going live, the pre-configuration of call routing intelligence and phone groups was done before attending the site, The system also has a secure web-based management portal for in-house day to day control and configuration requirements, such as team moves and changes.

Business operating times are automatically handled by the system, and inbound calls out of hours receive an automated announcement and the option to leave a message. Announcements, passwords resets and general housekeeping are all handled internally.

Robin Glegg, Commercial Manager noted that; "Prior to deployment we were able to run both the old and new systems in parallel for a couple of days to ensure all features and functionality were fully tested and working before migration to the new cloud hosted system, and the full switchover process took just a few minutes to complete.

The flexible, home based working options mirror the office phone extensions and should we need to work regularly from home again, our people can make and receive calls just as if they were in the office. The phone hardware has an intuitive, simple user interface and we've customised the functionality to meet user requirements. Furthermore, we are able to manage most of the configurable options ourselves, avoiding the need and cost of an engineering call out".

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The cost of moving to Sure Cloud Voice was considerably less than other options, and we have made cost savings by no longer having to maintain multiple fixed line services to our premises. The team from Sure are excellent and we are extremely impressed with Cloud Voice. Choosing to work with Sure was a great decision.

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Steve Bougourd, Management Accountant