Knowall Case Study

F.A. Albin & Sons

FA Albin & Sons are one of the oldest Funeral Directors in the UK. The TV series "Don't Drop the Coffin" also turned FA Albin & Sons into a household name with comical and sometimes touching anecdotes from their 270 years in the business.

FA Albin and Sons have kept their business well at the forefront of technology, by the early 1950's they were one of the first Funeral Directors to operate a fully motorised fleet of Daimler and Rolls hearses.

In keeping with their desire to rather stay ahead of technology than play "catch-up", FA Albin & Sons set out a specification for a new telephone system that would meet their current need to provide advanced telephony services to multiple branches over their existing network infrastructure as well as cater for future expansion. After reviewing several products, Financial Director, Jonathan Fletcher, decided that Swyx provided the best solution for their needs. Coupled with the fact that Knowall had been working with FA Albin & Sons for several years it made good sense for Knowall to supply, install and manage the entire VOIP solution.

One of the main advantages for FA Albin & Sons was the ability to centrally manage the call routing to all of their branches and at the same time provide a redundant telephone solution. Intelligent call routing ensured that no calls were being left unattended when branch managers were in consultation. After hours calls are now also seamlessly dealt with ensuring maximum customer service in keeping with their company ethos.

The implementation of Swyx and FA Ablin & Sons provided the following benefits:

- Able to Manage incoming calls efficiently so that they are handled or re-routed in the most appropriate manner – improving customer service, by personally greeting clients

- Adoption of a centralised communications strategy led to improved customer service through better availability of both staff and information

- Enabled seamless remote working and voice mail access from any location

- Provided a future proof platform for converged communications.