

# Knowall Case Study

F.A. Albin & Sons

FA Albin & Sons are one of the oldest Funeral Directors in the UK. With over 200 years of experience, they still remain a family business throughout and they provide a level of service, personal care and respect only to be expected from a company with such a proud record. The TV series "Don't Drop the Coffin" also turned this particular funeral directors into a household name with comical and sometimes touching anecdotes from their 270 years in the business.

Over the years, FA Albin & 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.

## Challenge

In keeping with their desire to rather stay ahead of technology then 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.

Albin's head office is situated in Bermondsey, London SE16. However, the firm also has branches in Deptford, Mottingham, Barking, Sidcup, Welling and Walworth. Running a business across many branches provides a stern challenge for Albin each day. This is why it is essential for them to have an efficient phone system that can operate across several locations.

## Swyx

Swyx is an award winning VoIP phone system. The innovative and intuitively usable Swyx software is simply installed on mobile devices, desktops or laptops. Swyx enables every device to not only be a convenient telephone but also a universal communication portal for all media. Swyx integrates voice, email, video, voicemail, fax, instant messaging, presence information, application sharing and your company-related applications into just one user interface.

It can be set up in an office space as a traditional phone system with handsets on desks connected to a switch, or it can be fully integrated with your IT network with a soft phone on each PC connected to USB headsets or handsets.

## Major Benefits of Swyx

- Swyx integrates with Outlook contacts and funeral management software such as Eulogica and Funeral Manager, to allow click to dial.
- Never miss a call by automatically routing calls to different numbers or departments.
- Staff can make and receive calls from any location as if they are in the office.
- Synchronisation with mobile phones so you are not tied to the office – parallel calling and transfer calls between mobile and Swyx.
- The ability to internally view which staff members are available to call, or currently busy.
- Easily managed out of hours system, where calls are automatically transferred to the assigned individual that day.
- Incoming calls caller identified.
- Set voicemails to email – generates an automated email showcasing missed caller's details
- Reduces the cost of telephone lines and call charges.

## Key Challenges for Knowall

- Providing an advanced communications service to Albin's multiple branches which will improve customer service
- Devising a call routing plan that will ensure that no call is left unattended
- Ensuring that remote working and voicemail access is possible from any location
- Implementing a phone system that will allow Albin to expand easily in the future

## Solution

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 Albin & Sons for several years it made sense for Knowall to supply, install and manage the entire VoIP solution.

One of the main selling points of Swyx 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 are 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.

## Main Benefits for Albin & Son's

- 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.
- 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.

