Case Study.

THE AARON PARTNERSHIP

The Aaron Partnership

The Aaron Partnership is a team of professional independent advisors, who are authorised to deal with many forms of financial services. They specialise in giving advice to clients to assist them in their personal financial planning.

The Problem

The Aaron Partnership was using an old phone system and their contract with their supplier had come to the end of its five year term. The Aaron Partnership were not happy with the level of service and poor value for money that they had received from their previous telecoms supplier and therefore wanted to look into installing a newer system with a much more reliable telecoms reseller.

The M12 Solution

The independent financial advisors that work for the partnership tend to be out of the office with clients and prospective clients for the majority of most days meaning they are not always available to take calls. Being aware of who is calling in, along with an effective voicemail service is instrumental in them gaining a competitive advantage over their competitors.

It was also important that the new system would be more efficient in helping to reduce their overall telecoms costs. With their requirements in mind M12 Solutions recommended that they installed the SpliceCom maximiser with two PCS553 and eight analogue phones which would work with SpliceCom's PCS 60 client software. The PCS 60 software was specifically designed to elevate business productivity and enhance the overall company image at the main point of customer contact by delivering an improved call handling service.

The PCS553 allows users to use the phones keys to access all of the functionality at the touch of a button including personal settings, unified directories, message retrieval, call history, call waiting, caller display, dial ahead and tailored set up of "favourites".

David Ryan, The Senior Advisor at The Aaron Partnership was keen to have one point of contact for all things telecoms so M12 Solutions now provide their lines and calls and also maintain their phone system with Silver SystemShield maintenance cover.

Products and Software

SpliceCom 4100 Call Server
SpliceCom PCS50 application software

The Result

"The M12 engineer knew his stuff and was able to set up the system for everybody there and then, He worked with our IT people and we didn't lose any services when we changed. The phone system works well and now does a great job for us."
David Ryan, Senior Advisor, The Aaron Partnership

Malcolm Rosier, M12 Solutions' franchisee for the area said "this is a good example of a small business investing in its future. Although faced with a short-term decline in business, The Aaron Partnership knew that investing in the right phone system now will help them trade out of the current challenging times."

12 solutions