

Real estate company turns to technology to streamline its business.

# Ray White Albany Creek



#### Customer

- Ray White Albany Creek

#### Industry

- Real Estate

#### Challenges

- High equipment maintenance costs
- Need for a flexible and scalable communications solution
- Sales functionality and tracking restricted by old telephony equipment

#### Solution

- A complete Unified Communications (UC) solution with the UNIVERGE SV8100 Communications Server, providing enterprise-level functionality and service to a SMB

#### Results

- 20% cost reduction per month
- UC features greatly improving efficiencies
- Transparency of leads and sales
- Scalability for future growth

#### Hardware/Applications

- SV8100 Communications Server
- IP handsets

## Overview

The Queensland property market has experienced a massive boom in recent years, driving fierce competition within the local real estate industry. To stay ahead of the pack, real estate companies such as Ray White Albany Creek are turning to technology to help them secure new sales leads and reduce operational costs by streamlining business processes.

Part of the highly successful, Australian-owned Ray White real estate franchise chain, Ray White Albany Creek was recently acquired by new owners. Its new proprietors recognised immediately an opportunity to enhance its customer service, the performance of its sales team and reduce administrative headaches by replacing the business' old telephone system.

With the help of leading telecommunications and IT service provider Brennan IT, Ray White Albany Creek found NEC offered the ideal communications solution to meet its current and future requirements.

# Cost-effective and scalable solutions for your business needs, now and in the future.

## The Issue

Ray White Albany Creek had relied on a traditional PBX telephony system to support its communication needs for the past six years.

Supporting an office of six staff, the outdated phone system did not offer basic telephony features such as voicemail, call forwarding or direct dial.

“Telephone technology has advanced incredibly in the last six years and the system we were using was not suitable if we were to maintain a competitive edge in the market,” said Jason Martin, Principal of Ray White Albany Creek.

“Critical to our business is developing the profiles of our sales people. Without voicemail or automatic call distribution, it was difficult for our sales people to control their sales leads and be highly responsive to customer enquiries.

“We wanted to provide them with the tools to promote their own phone number in the market effectively so they can get rewarded directly for their efforts, rather than new leads they have generated coming through the general switch and being allocated to another salesperson who was available at the time the prospect called.”

Shortly after acquiring the business in April 2008, Mr Martin approached NEC channel partner Brennan IT to find out what SMB telephony options were available.

## The Solution

Ray White looked at communications solutions from several vendors but it was NEC’s SV8100 Communications server that met the brief.

“There are a lot of communications solutions aimed at SMBs available that just do not offer an adequate level of call quality and are difficult to set up - you need external support to manage them which costs time and money. NEC UC solutions are the exception,” said Mr Martin.

NEC’s SV8100 provides businesses, with up to 150 users, a complete Unified Communications (UC) solution which delivers enterprise-class quality of service to the small business market, whilst remaining simple and cost effective to set-up and manage. In addition, NEC’s offering integrates with Microsoft Outlook and leading CRM applications to provide embedded UC functionality that is easy and familiar to use.

The SV8100 phone system is ideal for small-to-medium sized businesses that wish to compete and grow their business over time, giving them capabilities that were previously only available to big businesses with big budgets.

“The SV8100 let us centrally manage our 13 new NEC handsets as well as our data systems, so we can now add or move phones in the office quickly and easily,” said Mr Martin. “We are currently using it for traditional voice phone purposes but it also supports VoIP which we are looking at introducing down the track.”

The SV8100 offers voicemail, automatic call distribution, conferencing, soft keys, calling number and name display, unified messaging and speed dialling and support for hospitality management features, wireless handsets and softphones.

**“There are a lot of UC communications solutions aimed at SMEs available that just do not offer an adequate level of call quality and are difficult to set up - you need external support to manage them which costs time and money. NEC UC solutions are the exception.”**

Jason Martin, Principal of Ray White Albany Creek



## Massive savings on overall costs

According to Mr Martin, the combined NEC and Optus package Brennan IT offered delivered massive savings on overall call costs.

“We have seen a 20 per cent reduction in overall call costs, so we are saving about \$200 a month on call costs.”

Ray White Albany Creek is also able to better track and control call costs thanks to the SV8100's call monitoring capabilities.

“We can now have itemised account of all calls and the cost of each call made from each handset within the office – whether it is local, mobile or long distance.”

“Our salespeople have a phone allowance each month and pay for any calls above the allowance. The call monitoring feature makes it quick and easy for us to bill sales staff at the end of the month,” said Mr Martin. “It also gives us visibility into how a salesperson is performing against their KPIs. Making prospecting calls is a critical part of a salesperson's job. If the volume of calls made from a salesperson's handset is low, we can more readily identify a possible performance issue.”

According to Martin, the sales team love the new telephony system and are incentivised by the ability to control and convert the new sales leads they generate through their own marketing efforts.

“Our receptionist is no longer spending a large part of her day transferring calls to different salespeople in the office and our customers now have the satisfaction of calling through directly to the person they wish to speak to and speaking to them directly or leaving them a message on their own personal voicemail,” said Mr Martin.

“NEC's communications solution has enabled us to operate far more efficiently, present ourselves in the market more professionally and ensure we can rollout new IP-based technology as our communications requirements change at a minimum cost.”

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