

CASE STUDY

EXETER WINDOW STORE

Exeter Window Store beat Openreach's ISDN switch-off by upgrading to a cloud-hosted Wildix unified communications solution.

Exeter Window Store was established in 1992 and has grown steadily to become one of the country's largest and most comprehensive uPVC window stores.

Like many businesses, Exeter Window Store had been using an on-premise phone system that used ISDN lines. While this solution had worked well for them for many years, the **impending Openreach switch off** of its copper telephony services, meant the business had to look for an alternative option.

This was a good opportunity to source a phone system that would give them enhanced functionality and to alleviate the habitual and rather ineffective use of staff personal mobile phones.

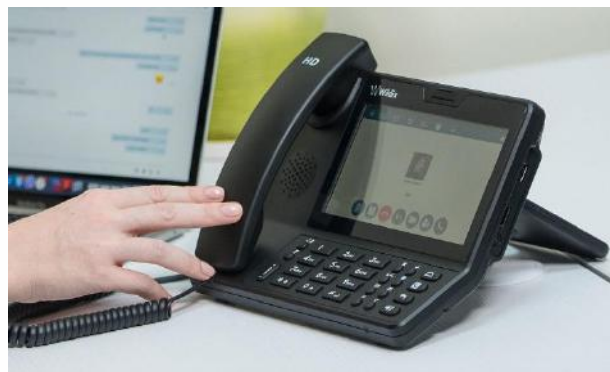
As their existing provider, we wanted to guide them through the Openreach switch-off process by making sure they had a **new system in place in plenty of time** before the deadline. It gave us the opportunity to reassess their needs and recommend the most suitable upgrade options.

Exeter Window Store chose the **Wildix unified communications solution**. This is a resilient and flexible product with calls supported by SIP trunks using their existing internet connections.

The move to SIP immediately resolved the issue of the impending switch-off, which is being rolled out earlier than the 2025 national deadline in Exeter. SIP replaced their ISDN2 services to benefit from **free calls to UK landlines and mobiles**.



The **Wildix solution can be used anywhere** Exeter Window Store's staff have a connection to the internet. While the SIP trunks are used along with traditional handsets, namely, the feature-rich Wildix WorkForce and Vision models at their store, they can use their mobiles or PCs when they are away from the office and remain part of the corporate phone system.



This means staff will **present the business number** when they call out no matter what device they are using rather than their personal mobile phone number.

Previously, staff risked being contacted in their own time as customers had their personal numbers or if they withheld their number, their customers may not answer the call. Calls can now be transferred to mobiles or a PC and vice versa as they **part of the same phone system**, which provides an audit of calls too.

Exeter Window Store's staff can also use the Wildix mobile app to make video calls, send chat messages and files, and easily view the presence and geographic location of their colleagues so they can choose the best way to contact them.



The Wildix solution comes with a web-based intuitive interface called Collaboration. This **unifies communication tasks** to streamline daily operations, boost productivity, increase employee engagement and improve customer service.

It provides a single place to manage all contacts and to make and receive calls, messages, voicemail and **call recordings**, as well as managing video meetings, file exchanges, and desktop sharing.



The Wildix solution is also easy to manage via a web portal, can grow as required, and has an in-built tool for **call monitoring** to help evaluate call activity, such as quantity, duration, type, costs of calls, peak hours, activity of users, etc.

A dedicated project manager oversaw the entire remote configuration and installation before handing over Exeter Window Store. Their **swcomms account manager**, who will stay in touch to inform them of any technology updates and as their first point of call if they need any help with their Wildix solution. Exeter Window Store can also rely on the help of our support desk.