



Business Issue: To use local telephone numbers in Europe, connect over IP and reduce costs.

Client: Direct Ferries Ltd

Service: UK & International numbers, Time of day, Group Divert, Switchboard, and Voip IP

Direct Ferries Ltd

Direct Ferries are Europe's leading Ferry retailer and one of Europe's leading independent specialist travel providers offering instant real time access to 1000's of scheduled crossings both on and offline. They operate from 3 Reservation Centres in the UK and one in Switzerland.

Some of the key business issues Direct Ferries had to deal with:

- Should they invest thousands in new PBX hardware?
- How can they easily connect the UK, Swiss and future reservation centres together?
- How can they quickly open new offices and connect together at a minimal cost?
- How can they reduce telephone line costs and remain scalable?

Direct ferries were quoted in excess of £80,000 when faced with replacing their existing Cisco PBX hardware. In addition, some of the service options they needed required additional investment. Faced with a capital outlay of in excess of £100K Callagenix were able to demonstrate that their Group divert services running over a mixture of standard T1 copper and IP lines would give them all the capabilities they were looking for at a fraction of the cost.



As all Callagenix telephone services are hosted they were able to supply a range of UK and international contact numbers that when called would divert to any of the reservation centres regardless of location. Incoming calls are routed by language to the appropriate reservation groups, with overflow routing to other groups during periods of high demand.

When a new reservation centre is planned, Direct Ferries need only to budget for one BT line and broadband connection. The size of the broadband connection depends upon the number of reservation centre agents/handsets. Larger reservation centres may require multiple broadband connections for capacity and resilience.

In the "old" way of setting up their reservation centres (or contact centres) as part of buying their PBX hardware they had to predict and commit to a number of telephone circuits/lines from their provider. In addition to the PBX capital outlay and associated running costs, they were also tied into long and expensive circuit/line contracts.

Using Callagenix hosted Voip IP services has provided Direct Ferries with all the capabilities needed to run their reservation centres, made it very easy, quick and inexpensive to open new centres and dramatically reduced costs.

James Shopland, Direct Ferries Reservation Centre manager said...

"In a rapidly growing market, using Callagenix services allows us to quickly and easily expand and adapt our phone network at the minimal cost of an additional telephone without the need for a PBX engineer to make the changes like you usually need with a traditional system. One of the main advantages of using Callagenix service is the online based management facility. Changes can be made in an easy online environment from any PC and all without the need for the usual intervention from the supplier of your PBX system. I would have no hesitation in recommending this service to any company, small or large looking to join the low cost telephony revolution..."