

Bradleys Estate Agents



Our cloud phone system provides unbeatable customer service for this leading estate agent.

Location: South West | Number of users: 250

The project

As the largest independent Estate Agency in the West Country, Bradleys offers a multi-award-winning, high-quality service to sellers, buyers, landlords, and tenants from their 30+ offices across the region.

Bradleys sought a resilient communications solution for its 33 branches, integrating business functions and supporting flexible work arrangements to eliminate "branch mentality." They required a centrally hosted system that would ensure every call was professionally handled, and were also extremely keen to use call reporting and recording software to uphold their service standards.

However, this challenge was complicated by the mismatch of IT systems in their existing infrastructure, so a review of the entire data network and IT system was needed. On top of all this, all of these objectives had to be achieved on a cost-neutral basis... That's where we stepped in.

The solution

We recommended a complete overhaul of Bradleys' communication systems, starting with a wired and wireless network using CAT5e cabling, data cabinets and patch panels.

Cisco PoE data LAN switches enabled the convergence of voice and data within each office, while wireless access points were added in branch offices for staff access to the network and the internet from their mobile devices.



Bradleys
ESTATE AGENTS

A multi-site Mitel Connect VoIP solution unified Bradley's operations. Now, any call can be answered and transferred across branches with full visibility of staff availability.

System management via browser-based Mitel software reduced third-party costs, while migrating Bradleys to 60 central SIP trunks lowered call expenses. On top of that, all 33 sites have been interconnected using a blend of leased lines, fibre to the cabinet (FTTC), and ADSL technology.

Additionally, call recording and reporting software provided call management insights and also acted as a valuable training tool. Plus, enhanced connectivity was achieved through leased lines, FTTC, and ADSL, with a 100Mbps leased line at headquarters for improved speed and reliability.

The results

Our cost-neutral solution allowed Bradleys to implement a new communications system without increasing monthly expenses or requiring upfront capital.

Installation was seamless, with zero downtime, and staff training was conducted branch-by-branch to ensure confidence in the new system, with IT staff receiving advanced training in administration and diagnostics for first-line support. We also provide weekday on-site and 24/7 remote support.

This upgrade has enhanced Bradleys' customer service capabilities and positioned the company to expand its hours, meeting the demands of a 24/7 society.

“We always manage to get the right result with you and I'd never look anywhere else with regards to our communications these days.”

Lyndon Bent, Commercial Director

