

Eyesite Opticians



With its eye on business expansion, Eyesight looked to Focus Group to update its telephony to allow its sites to work together cohesively. Ericsson-LG was the clear-sighted answer.

The project

Eyesight is an independent optical group with established practices in Sussex, Hampshire and Surrey. Technical and reliability issues with an outdated phone system were impacting day-to-day operations. Furthermore, limited functionality meant Eyesite couldn't manage calls efficiently as group.

So, with expansion plans in the pipeline, Eyesight sought a provider to help them transition to a cost-effective VoIP solution and supply support around-the-clock. Enter Focus Group.

The solution

Following a thorough evaluation of the specific requirements of each branch and objective, Focus Group recommended an Ericsson-LG IP platform as the perfect solution.

With impressive multi-site capability, this scalable telephony solution makes it easy to divert or forward calls between branch offices and mobile numbers, so customer calls are always answered.

Eyesite could also take advantage of a rich feature set, including intelligent call queuing, audio conferencing, call recording and monitoring.

The result

Offering significant infrastructure and connectivity cost savings, today all of Eyesite's sites are linked via a single IP network so there is no charge for internal calls and valuable external lines are never taken up by branch communications.

"Reliability, scalability and future-proofing were all top motives for migrating to VoIP. The new solution delivers on every count. The switch-over was incredibly smooth and the tech team at Focus Group really pushed the boat out to ensure we were up and running without a hitch. Communication throughout the process was impressive, with everyone using terminology we understood, it was always clear what was going to happen and when."

Jim Green, Managing Director at Eyesite



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