

George Street Furnishers



George Street Furnishers combines a modern phone system with the cost savings of SIP

Location: Newport | **Number of users:** 50

The project

Since opening their doors in 1951, George Street Furnishers has delivered its family-run, wide range of quality home furnishings and flooring.

However, the store had been using an outdated system and traditional ISDN phone lines, and the contract for the phone lines was coming to an end. With that, the store decided to invest in a modern telephone system.

The solution

We installed the latest OXO Connect phone system from Alcatel-Lucent Enterprise. SIP gives George Street Furnishers improved options for business continuity, lower line rental costs and free calls to UK landlines and mobiles.

OXO Connect offers all the telephony features a business would need to provide a professional service to its customers. With the addition of ALE's Rainbow app, staff can benefit from unified communications tools too, which they can access via their mobile devices or PCs.

The result

By investing in the very latest version of this product, George Street Furnishers could utilise SIP as planned and replace their ISDN lines. Ultimately, this change would futureproof the store ahead of the copper withdrawal deadline and keep them ahead of the curve.

“A pleasure to work with through the whole process and the installation was sorted out quickly. We used them for our last phone system and it was an easy choice to use them again. Here's to many more years working together.”

Adam Shepherd, Operations Director

