

# Case Study

## CAI Vision



CAI Vision are security, communications and electrical installations specialists. The company was established in 1973 and has undergone huge change since its early days as installers of aerials. The company now supplies and installs some of the most sophisticated CCTV and security products available in the UK.

CAI holds the ISO9001 accreditation as well as being approved NIC EIC approved contractors. With more than 40 staff, and customers that include local councils and government departments CAI has a reputation for quality products and reliable service.

## The challenge

CAI operated with a BT Meridian system that had served the company well for more than 9 years. However the company was moving forward at a pace that the Meridian system could not keep up with.

The decision was made to upgrade to a system that would offer greater flexibility to CAI and better responsiveness to their customers. The Meridian system did not allow for calls to be directed quickly and efficiently and there was no option to take voicemail messages from customers.

The existing incoming lines included an ISN30e as well as analogue lines which could not direct calls to the correct individual which meant that all calls routed via the support team or rang on unattended phones. The support team were not able to help customers in the most efficient way while

they were also being asked to stand in as call navigators.

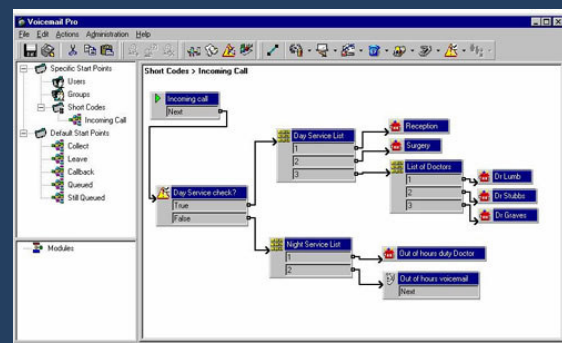
## The solution

CAI looked at several solutions to replace their existing system including two Avaya proposals. Eventually CAI chose Overline to implement the Avaya solution due to their Gold Business Partner status and their ability to provide a full project management service. Overline also showed how the IP 500 from Avaya could be used to save money while increasing productivity.

*"The Avaya system met or exceeded all of our requirements and the service from Overline has been first class."*

**Mario Swanston**  
Managing Director

The first thing Overline changed was upgrading the existing analogue lines digital ISDN30e channels. They also decreased the capacity of the existing ISDN30e from 30 channels to 20 which offered a saving of almost £150 per month. To ensure that this move would not cause incoming calls to get a busy signal Overline were able to program the new system to email a notification to both CAI and Overline if the lines ever hit capacity.



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To meet CAI Vision's requirements Overline implemented Voicemail Pro which enables incoming calls to be directed to the correct department by using an automated attendant. If support agents are busy, callers can be held in a queue where they are played comfort music and advised of their position in the queue instead of a ringing phone.

Some employees have their own direct dial number where customers can bypass the automated attendant. Each of these employees also uses Voicemail Pros personal attendant which allows callers to select from 3 options when a call is unanswered or if the person they are calling is on the phone. Callers no longer have to leave a message, they can choose to speak to any available person or be directed to the person's mobile.



By using Plantronics wireless headsets, CAI support staff are now able to multi-task while on the phone making them more efficient for both CAI and their customers. The headsets also reduced the risk of health and safety issues arising from high use of the telephone.

## Results

**More efficient service.** Calls are directed to the correct department saving time for support consultants and providing a better service to customers.

**Reduced Cost.** Overline were able to lower CAI Vision's line rentals by £150 per month by streamlining existing configurations. We were also able to shave 10% off their call spend by lowering call rates.

**Professional image.** The new auto attendant for incoming calls gives an organised and

professional image to customers. The personal voicemail options show that CAI is committed to better service by giving their customers more choice.

**Greater flexibility.** Wireless headsets allow support staff to be more flexible and available to take calls while away from their desks. Headsets also reduce the risk of injury caused by high telephone use.

## About CAI Vision

Established in 1973, CAI Vision commenced business trading as an installer of communal television distribution systems. The initials CAI originally stood for Communal Aerial Installations. After more than 35 years of growth and a series of acquisitions, CAI Vision today provides a complete range of security, communications, electrical and Custom Installation services to the residential, commercial and industrial sectors, including local authority housing, housing associations and government departments.

For more information go to [www.caivision.com](http://www.caivision.com)

## About Overline

Overline has been providing telecoms solutions since 1995 and now has over 3000 loyal customers.

In 2007 Overline became the first company in Europe to reach Gold Business Partner status from a standing start. We now have some of the most qualified design and implementation specialists in the country.

Overline have solutions for all your telephony and communications needs, including discounted lines and calls packages, broadband and data solutions and of course telephone systems. [www.overline.com](http://www.overline.com)