
Voice

Case Study – Everyclick Ltd

IP Telephony



Everyclick Ltd is an award-winning search engine allowing users to raise money for a charity of their choice whilst searching the web. From their offices in Gloucestershire the company has enjoyed marked success and rapid growth, raising over £434,000 for charity.

Total began working with Everyclick shortly after their inception in 2005. **As a start-up business, flexibility, reliability and value were vitally important requirements for a telephone system.** With this in mind and following full consultation, a new Avaya system was installed which could grow with the company.

The system has proved popular with Greg Hallett, Head of Finance: 'I greatly value Avaya's functionality and find it reliable and easy to use. It suits our present needs but is fully scalable for future expansion.' **'I spend an increasing amount of time out of the office and it is essential that I am not the only member of staff who can make changes or carry out simple maintenance procedures. The Avaya system software is easy to use and provides such capability. I am also confident that in my absence if necessary, one call to Total will address any issues or that they'll make the required changes to our set up remotely.'**

In the initial stages Everyclick used a third party overflow call management answering service. However, as the business grew they were keen to improve continuity and after

discussion with Total subsequently introduced Voicemail Pro Auto Attendant and Phone Manager Pro.

Greg says: 'As a result of introducing the software in-house, response times have increased, and staff have the direct contact they need when they are out of the office. For instance, I can access my voicemail remotely as the messages are emailed to me as WAV files. **In fact, with the savings made from discontinuing the third party services, the add-on solution will soon have paid for itself.'**

Competing against the most well-known search engines, Everyclick need to ensure their customers receive a first rate service and they expect a similar approach from their suppliers. With Total, they feel along with other aspects of their telecoms, their systems maintenance is in safe hands.

Greg explains: '**Naturally, like most people I class systems maintenance as an indispensable insurance policy and know that with Total should a problem occur, that their engineers will respond quickly, are familiar with our set up and as a result any downtime we may experience is minimalised.'**

In fact this point was substantiated during the 2007 Summer floods - **Everyclick found themselves in this very situation when they opened the door on a Saturday morning to discover their downstairs offices were under 2ft of water.**

Although their main server was unaffected, their communications were severely disrupted. **With both email and telephones incapacitated the company faced a huge challenge but within just 48 hours all extensions were back up and running following rapid action from Total, who moved and set up the offices on the second floor.** Everyclick were able to remain fully operational and uncompromised until the flood subsided and re-decoration had taken place, whereupon Total restored communications in the downstairs offices.

