

Anthony Gold

A Multi-Site IP Solution



Swift and efficient communication is essential in any business and none moreso than the legal sector. When you have customers who are dependent on receiving factual and correct information quickly wherever they may be then you need to make sure your communication system is up to the job.

This case study outlines how a leading legal practice not only adopted the latest technology to help improve their business processes but at the same time reduce costs.

"...we can transfer calls between sites using our internet connection which makes them effectively free."

Phil Mulley, IT Manager,
Anthony Gold

COMPANY BACKGROUND

Anthony Gold is a leading South Bank law firm with a national reputation. It is a modern and progressive firm ideally placed to deal with customers from all over London and beyond.

Anthony Gold Solicitors was founded in 1963. Since then it has grown into a highly-regarded, modern and progressive law firm with a national reputation. Anthony Gold provides a full range of legal services for businesses and individuals and its lawyers are recognised as being amongst the best in their chosen fields.

With almost 100 staff based in three London offices they are ideally placed to deal with clients from all over London and beyond.

According to Chambers Guide to the Legal Profession 2005, 'Anthony Gold is a litigation practice which excels at meeting the needs of both individual and business clients'.

THE BUSINESS CHALLENGE

As an established legal practice for over 30 years Anthony Gold realised it needed to review its telephony infrastructure as inter-site call traffic was increasing significantly. Anthony Gold has three offices in the London area, each with a different phone system and the cost of maintaining and servicing these systems together with inter-site call costs had become significant enough for a detailed review.

Anthony Gold was looking for a centralised solution which enabled them to maintain, programme and configure from one site. This requirement was fundamentally underlined with a need to reduce inter-site call costs.



WHY INTER-TEL?

Following a detailed review of the solutions available in the market Anthony Gold turned to a leading reseller of Inter-Tel technology. The reseller and Inter Tel visited Anthony Gold's London Bridge office and gave a presentation to the senior partner and key personnel. They then accompanied the senior partner on a visit to another firm of solicitor's who have an Axxess networked between two sites to see the system in action. Following the real-time demonstration Inter-Tel's reseller was able to propose a solution which not only met the customers' immediate requirements but were also able to deliver a solution which would grow inline with Anthony Gold's needs in the future.

THE SOLUTION

Once agreed by the client installation was swift and smooth with minimal interruption to day-to-day business operation. Inter-Tel's reseller was able to install the equipment across all three sites in less than 10 working days (just over three working days per site) without any downtime.

The solution comprised:

- London Bridge office: An Axxess and 40 standard digital keysets
- Streatham office: 20 IP keysets
- Walworth office: 15 IP keysets, with 2 Windows Operated Consoles (WOCs), voicemail and unified messaging.

Phil Mulley, IT manager, Anthony Gold commented on the solution, *"With the Inter-Tel solution our business processes have improved significantly. Now our two receptionists use the WOCs to answer calls for all three branches rather than a reception at each site. Not only that but we can transfer calls between sites using our internet connection which makes them effectively free!"*

Inter-Tel's integrated WOC together with a touchscreen enables the user to simply touch an extension on the screen to transfer a call. This, combined with the visual representation of system users being 'on a call', 'away from desk', 'in Do Not Disturb', creates a very powerful call routing solution for any business.

Additionally, Anthony Gold is now able to receive faxes via Microsoft Outlook using the Inter-Tel Axxess system. This seamless integration speeds up inter-site communication and streamlines an essential and much-used method of correspondence in the legal sector.

RESULTS

"Since installing the Inter-Tel solution we have noticed significant improvements across the business." continued Phil Mulley. *"Not only have inter-site call costs been reduced, but also staff productivity has increased owing to the streamlining of technology across the company."*

Anthony Gold has since expanded to another floor in London Bridge House and added a further 15 IP keysets.

"With the Inter-Tel solution our business processes have improved significantly."

Phil Mulley, IT Manager, Anthony Gold

All details correct at time of going to print (08/05). E&OE. This site is not a reference site, under no circumstances should this company be contacted without written approval from Inter-Tel.

For more information on Inter-Tel and the products and services we offer please contact us:



Inter-Tel Europe Limited, 2260 Kettering Parkway, Kettering, Northamptonshire, NN15 6XR

T: +44 (0) 116 290 3000 F: +44 (0) 116 290 3001 E: info@inter-teleurope.com W: inter-teleurope.com