



FE Samuels Property Services

FE Samuels, a leading property services company based in central London provides a range of property services to clients and investors all across the globe. The company wanted to expand its London operations and needed to maintain constant correspondence with its staff, clients and suppliers across UK and in various international locations.



Initial Requirements

The move to a new London office meant that FE Samuels wanted a trusted and innovative technology partner that could address their specific needs and enable their business to grow further.

‘We wanted to go to a company that we could relate to rather than one where we never see the same people’
 Ross Fenton, Head of Services, FE Samuels

In 2005, FE Samuels approached VOIPLEX based on its track record in the property services sector. Requiring a high volume of international calling, they immediately became interested in the highly competitive local and international call charges (starting from 1p/min) that were significantly lower than those of any other service provider. VOIPLEX carried out a feasibility study and proposed an initial four handset solution comprising standard and off-the-shelf components and based on an externally hosted switchboard. Unlimited helpdesk access was also included to provide training, support and general advice to all staff of FE Samuels. Remote support allows VOIPLEX engineers to access handsets and to provide assistance without visiting FE Samuels office, while their staff are still on phone.

Business Expansion

As the business of FE Samuels grew further, new communication requirements emerged. In early 2007, FE Samuels expanded their operations and moved offices to the prestigious 21st floor of Marble Arch Tower in

central London. Thirty new handsets together with a reception facility were required to provide professional services to their business clients. An additional very



important requirement was to allow the existing staff to carry on the business as usual while the office move was taking place.

VOIPLEX was commissioned to address these changing business needs and started by deploying the base telecommunication infrastructure on the 21st floor of Marble Arch Tower. VOIPLEX engineers ensured that the cabling, network equipment, communication lines and the symmetric broadband connection (SDSL) were all in place before FE Samuels moved into the new premises thus ensuring that there was no disruption to the ongoing services. Another important requirement for FE Samuels was the ability to maintain its central London identity. VOIPLEX therefore provided them with a series of 0207 incoming numbers. Later in the year the requirement for handsets was doubled to a total of 60 handsets to extend the benefits of a single company switchboard and reduced call charges across the entire staff of FE Samuels. All extensions were connected through a single receptionist who professionally managed all the incoming calls.



Advanced Requirements

In 2008, FE Samuels started a new business concierge service whereby they offered hosted office facilities to short-stay business clients. These offices, typically meeting board rooms, required advanced conference phone systems. Moreover FE Samuels wanted to independently manage the phone systems for their clients depending on their specific business needs. They also wanted to monitor the phone usage in these facilities and to be able to produce custom bills for their customers on demand. FE Samuels also requested the system



to include ISDN connectivity, combining both the more traditional circuits and the VoIP connectivity.

With a background in software development and in consultation with FE Samuels staff, the VOIPLEX software engineers developed **FlexConnect**—an easy to use web-enabled tool that allows FE Samuels staff to manage and to reconfigure their phones even while the system is still in operation. This meant that enabling or disabling extensions for occupants in the serviced offices could be done by their office staff, simply using a web browser without disrupting the outgoing telephone calls in any way as per client request.

VOIPLEX also developed and integrated **SmartBilling**—a custom web-based application enabling FE Samuels to produce phone bills and thus service customer bookings at any time for short-stay business clients as shown in the screenshot below.

Call Date	Type	Source	Destination	Number	Duration	Cost
2008-06-18 10:44:16	VOIP	35651	UK MBL T-Mobile	0207 123 456	149	£0.43
2008-06-18 10:47:03	VOIP	35406	UK Landline	0207 123 456	45	£0.02
2008-06-18 10:48:47	VOIP	35411	UK MBL Orange	0207 123 456	42	£0.12
2008-06-18 10:59:39	VOIP	35651	France Mobile	0207 123 456	490	£0.76
2008-06-18 11:22:46	VOIP	35411	UK Landline	0207 123 456	0	£0.00

Further, to cater for the conferencing needs of FE Samuels, Polycom conference phones were installed, integrating them to the existing phone system. Multi-party conferencing is a standard feature of all VOIPLEX installations. Linksys WiFi handsets were also added to FE Samuels’s phone system for increased mobility within their office.

Overall, the solution for FE Samuels comprises:

- 60 plus handsets
- 8-line ISDN connectivity and SDSL for up to 50 concurrent calls

- Polycom phones for multi-party conferencing
- **FlexConnect**—to easily add/remove phones to serviced offices
- **SmartBilling**—to produce custom bills upon user demand by admin staff
- Wifi handsets and call redirection feature to increase mobility within and outside the office
- Comprehensive customer care including unlimited helpdesk and remote support

Client Experience

In a period of three years, FE Samuels’s business has grown significantly with the addition of many services to their portfolio leading to new communication requirements. An initial requirement of making large number of international calls was met by offering an entry level VOIPLEX solution that saw FE Samuels make significant savings on their phone bills with reduced calling charges starting from 1p/min. Later on, this initial solution was easily expanded to 60 handsets when FE Samuels moved to Marble Arch tower. The ability to use 0207 incoming numbers on existing solutions also helped the company leverage its central London identity. With the inclusion of business concierge services FE Samuels needed more personalized communication features to manage the phone system of their short stay clients. The **FlexConnect** and **SmartBilling** web-based applications enabled FE Samuels to manage and to monitor the phone system and serve new business needs in a flexible way. At all times in the relationship, FE Samuels enjoyed excellent service for the deployments and subsequent support.

‘The three best things about VOIPLEX are its staff, the support we get from the company and the extensive technical knowledge that they have about business communication systems’

Ross Fenton, Head of Services, FE Samuels

For more information on how VOIPLEX can help with your voice solutions

Visit: www.voiplex.co.uk

Tel: 020 7100 8071

Email: marketing@voiplex.co.uk