



M2property was established in 2003 to meet the needs of property owners by providing a range of property services including residential lettings, property management, property styling, refurbishment and investment advisory services. A significant part of the business for M2property comes from international clients, particularly in the finance sector. M2property provides services for most of London through their main office in South Kensington which enables them to optimize their operations and consequently pass on the savings to their clients. Centralized operations mean that M2property needs to be constantly on the phone with their clients and with property investors across the UK and across the world.



Business Requirements

In December 2004, M2property decided to move offices to Roland Gardens in South Kensington to cater for business growth and to better service their clients. They contacted Kinitron (parent company of VOIPLEX) to help with the network set up and to propose a new phone system suitable for their business needs. M2property wanted to start operations in the new office from the 1st of January 2005, leaving VOIPLEX with a challenging timeframe of one month to specify and to install a phone solution.

VOIPLEX started with the M2property business requirements. The company wanted a phone system that was professional and affordable for their growing business.

A very important requirement for M2property was the choice of incoming numbers. As they were dealing with properties in various parts of London, they wanted the

incoming numbers to reflect their presence in these locations. However they wanted incoming calls to go to a single receptionist. In addition, they wanted a series of incoming numbers for their various functions such as sales and lettings.

VOIPLEX Solution

VOIPLEX proposed an initial fully featured switchboard solution based on VoIP comprising of four extensions. The solution offered 1p/min call charges to UK landlines and to over 130 international destinations thus catering for the large number of calls that M2property make to the UK and international clients. The professional phone system included voicemail, music on hold, call transfer, caller identification and call divert as standard features. VOIPLEX offered multiple 0207 incoming numbers to reflect M2property's presence in Chelsea, Notting Hill and other parts of London. VOIPLEX also offered to set up multiple receptions serving different departments in the company.

M2property became interested in the prospect of having a highly cost-effective professional phone system and owning central London incoming numbers and decided to make VOIPLEX their technology partner. As soon as M2property entered their new premises at the start of January 2005, VOIPLEX went in to provide the new cabling and network infrastructure for the firm's new office. After the dedicated broadband connection was activated, the phones were installed and started working immediately.



VOIPLEX trained the M2property staff who immediately became comfortable with the easy-to-use system. Furthermore they were supported by the VOIPLEX helpdesk who guided, trained and provided remote support to all the M2property staff. As part of the VOIPLEX offering, M2property also receive consolidated and itemized bills including reporting by groups



of extensions.

Enhancements

As their business grew further, M2property decided to enhance their phone system by adding new handsets and new incoming numbers. By 2007, the setup had reached a dozen extensions. Moreover to provide enhanced reliability and increased number of concurrent calls, the entire phone system was migrated to a higher grade, symmetric broadband (SDSL). During the course of these changes M2property were able to operate the existing phone system as usual and thus the transition was accomplished without any business disruption.



Client Experience

VOIPLX has been working with M2property for over four years now and has provided communication solutions to match the growth of the business. The initial solution with 1p/min call charges saw a significant reduction in M2property's phone bills. The central London incoming numbers are business assets for M2property as they can retain their identity without any business downtime, should they decide to move offices again. Moreover, additional 0207 and non-geographic numbers have also been added to their phone system, often within an hour from request, to allow the rapid launch of new services as and when were required. In addition, M2property can use the call divert feature to redirect incoming calls to mobiles and landlines and also get remote access to voicemail which is paramount for their business property viewing and meeting customers out of office.

Commenting on the VOIPLX phone system, Elliot

Davis (M2property Partner), said:

"The new phone system meets all our requirements: it is simple to use, has all the functionality we require, provides us with the flexibility to add new phones and to add functionality as our business grows. Our business is reliant on both technology and constant communication. We use the phones constantly and cannot afford to miss any telephone calls as it results in a direct loss of business. The system is very reliable and has become second nature to us. The professionalism of VOIPLX cannot be overstated. They have been there for us when the problems occurred and got us out of that trouble pretty quickly. They were even able to help us on a Saturday when we asked for help. They are a first class outfit".

"The new phones have made a real difference to our business", added Mark Nelson (M2property Partner):

"Whilst the volume of our calls went up, the phone bills have shrunk. All invoices and the phone bills were always transparent and itemised. Their fees were very reasonable and exactly as quoted. There were no surprises and we were kept informed at every stage. The new phones have delivered real efficiency benefits that justify the financial investment and enable us to respond to our clients better. They are a strategic asset, not a phone rental. We look forward to continuing our working relationship with VOIPLX on all our future technology needs in order to make a total success out of our business".

"We found VOIPLX phone system to be better than a lot of the others we looked at. Their customer service is excellent and they are there for us when we need them" - commented Simon Ridsdale (M2Property partner).

In addition to the business communication services, Kinitron also provides M2property with Total IT Care support for their entire office network and PCs.

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

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