CASE STUDY
Greenlight Computers Ltd
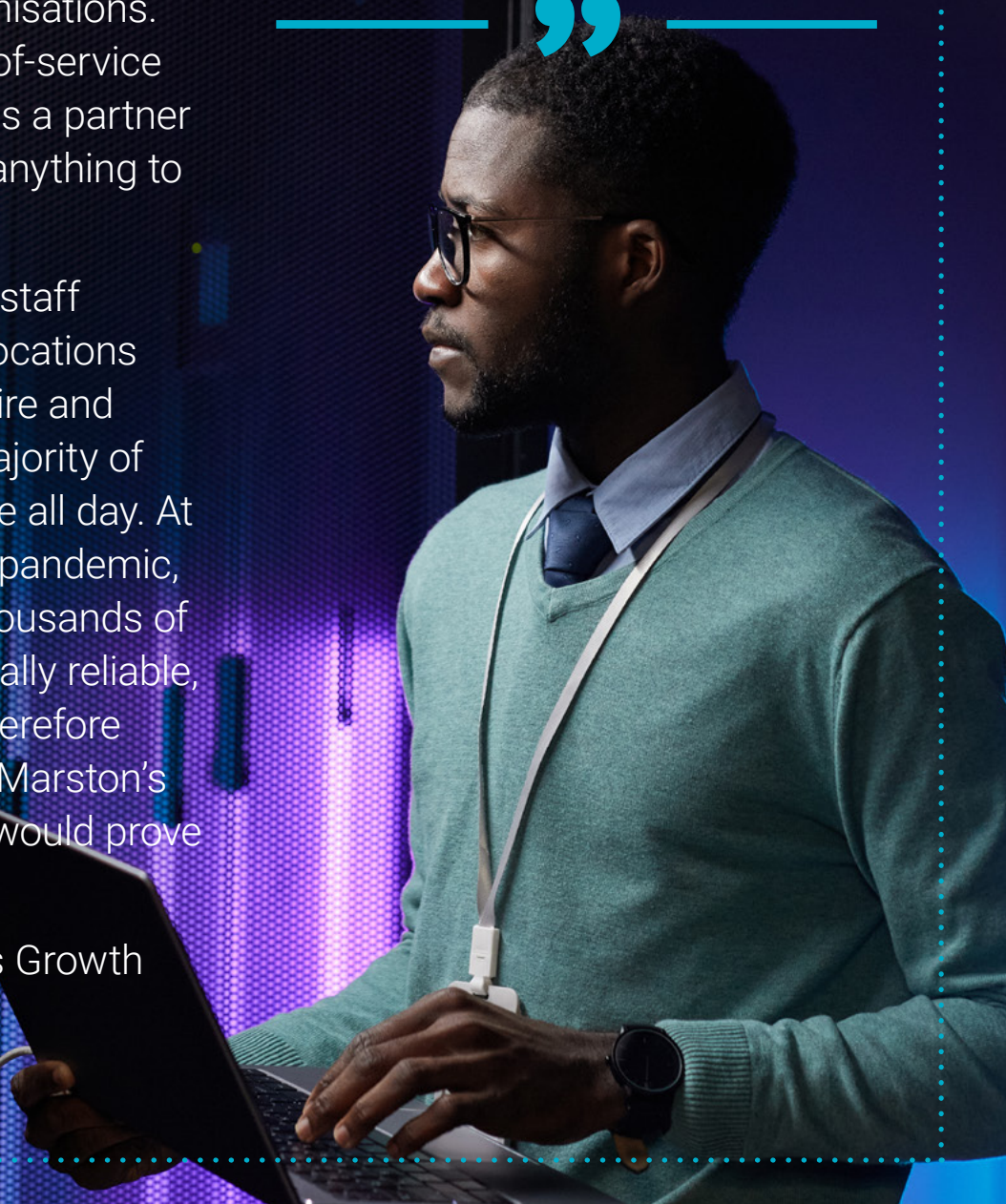
MARSTON'S
TELECOMS

Greenlight Computers provides a comprehensive range of IT support and Cloud computing services to the UK life sciences sector, working with customers in pharmaceuticals, biotech and clinical research organisations. It runs a single-point-of-service model and operates as a partner for its customers for anything to do with technology.

The company has 35 staff working across four locations in Manchester, Cheshire and Stevenage and the majority of them are on the phone all day. At the start of the Covid pandemic, they were handling thousands of calls a day. Having totally reliable, flexible telecoms is therefore business critical, and Marston's hosted voice system would prove to be a lifeline.

John Hayes, Business Growth Manager, explains.

> " Our staff are predominantly tech people and they are not impressed easily, but they are impressed with Marston's Telecoms! "

the challenge

We had been Marston's Telecoms customers for four years with a really good relationship. Our staff are predominantly tech people and they are not impressed easily, but they are impressed with Marston's Telecoms! In 2021 we decided we wanted to upgrade to a future-proofed phone and communications system which would allow remote working, the ability to take calls anywhere and anytime with enhanced call/user management, and help us provide even better customer support. As resellers, we also wanted a system we could recommend without hesitation to our customers.

> " I have absolute faith in recommending them "

the response

Marston's Telecoms recommended their new voice/communication platform and the process could not have been smoother. We could instantly see the benefits of migrating and, having agreed the move, the Marston's Telecoms team trained our key users. They set us up to use the system within two weeks and we have made full use of the software for desk phones, softphones and mobiles. Staff can be literally anywhere and still make and take calls via the smartphone app or via a piece of software on a laptop.

The Marston's Telecoms service included:

- **Training for end users in every department and full training for key users on the admin aspects to create more effective processes**

- **Implementing the call centre module for our 26-strong helpdesk team to enhance customer flow and improve call handling**

- **Ongoing support and updates, with the ability for us to contribute to future development of the project thanks to our years of technology experience.**

the result

We have dramatically improved both our internal communications and external management/support, and as resellers we are confidently recommending Marston's hosted voice solution to our customers as it:

- **Provides a more reliable system for managing calls and communications**

- **Offer a simple and effective centralised management with full remote access and the ability to work from anywhere**

- **Allows us to handle hundreds of calls a day to our helpdesk**

- **Has much better call centre functionality for our support team to enhance their processes, including call statistics/reporting**

- **Is integrated with our CRM system, so that when a call comes in the customer record pops up**

- **Gives our helpdesk supervisors more visibility into what is happening in the call queues, so they can move resource accordingly**

- **Empowers our staff to be at home with headsets taking calls or out on the road**

- **Is proving a game-changer for our customers just as it is for Greenlight.**

the verdict

I really wish this had been available to us when Covid changed the world. We would have been a far slicker organisation had we been equipped with it then.

Marston's Telecoms are superb, and if we ever need anything it gets done instantly. The technical support is outstanding and I have absolute faith in recommending them.

★★★★★