

Case study

School learns that VoIP is the answer with Gradwell

Alder Bridge Steiner-Waldorf School is an independent primary school and kindergarten in Berkshire, providing education for children up to 12 years. Using a combination of fixed line telephony and an out-of-date PBX system, Bursar, John Dawson knew there had to be a better way.



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“ Gradwell seemed to be more aimed at the business rather than home market. They also offered the range of services that we were looking for.

John Dawson, Bursar



- **Company name**
Alder Bridge Steiner-Waldorf School
- **Type of business**
Education
- **Requirement**
To reduce telephony costs and increase flexibility

Benefits of using Gradwell products

- Significant cost savings
- Improved communications without additional infrastructure investment
- Feature-rich and you can keep BT number.

Case study

VoIP delivers lower costs and higher gains for Alder Bridge Steiner-Waldorf School

- **Company name**
Alder Bridge Steiner-Waldorf School
- **Type of business**
Education – schooling from 3-12 years
- **Requirement**
To reduce telephony costs and increase flexibility
- **Products and services**
Hosted VoIP



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Out with the old

With Alder Bridge Steiner-Waldorf School using a mix of telephony solutions, the school's Bursar John Dawson decided it was time to consolidate, "We were using two fixed lines to make external calls and an ancient PBX system to make internal calls – it wasn't possible to integrate the two." John opted for VoIP and discovered Gradwell after a quick Internet search, "Gradwell offered the range of services and flexibility that we were looking for."

In with the new

As soon as the VoIP equipment arrived, set up was, "Pretty quick," says John. However, John took a cautious approach, choosing not to opt for the full solution straight away, "I did it one step at a time. We started out using Gradwell for the outgoing calls but used the BT line for incoming calls." After a few months of building up confidence, John took the plunge, "I was satisfied with the service so we went for the full hosted VoIP and ported our number from BT, we've been using it

for two years now – if VoIP didn't work, we wouldn't continue!"

Learning curve

When it comes to using the technology day to day, the school enjoys greater functionality and flexibility. There have also been times when John has tried to adapt the technology to meet the school's needs further, as John explains, "I tried to get my VoIP at home to talk to Gradwell's VoIP, I was having a few problems but Gradwell went the extra mile to put something in place so that it could all work how we wanted it to."



We've saved on call charges and line rental. We've also got greater flexibility as I can answer the school phone from home if I need to provide emergency cover.

**John Dawson,
Bursar**



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