

## Case study

### Big company benefits at small business prices with Gradwell VoIP

PagePlay is a web development company focused on creating websites and web applications for schools, charities and small businesses. As a start up, the company needed a telephony solution that was inexpensive and offered a limited contract – VoIP was the obvious answer.

**PAGEPLAY**<sup>TM</sup>

[www.pageplay.com](http://www.pageplay.com)



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**Chris Charlton, Business Director**



- **Company name**  
PagePlay
- **Type of business**  
Web development
- **Requirement**  
Inexpensive but effective telephony solution with no/limited contract

#### Benefits of using Gradwell products

- Plug and play – easy set-up
- Free telephone support to customers – not a call centre in sight
- Feature-rich – makes remote working easy

## Case study

# PagePlay boosts product offering with a little help from Gradwell's VoIP

- **Company name**  
PagePlay
- **Type of business**  
Web development
- **Requirement**  
Inexpensive but effective VoIP solution with no/limited contract
- **Products and services**  
Hosted VoIP



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### Where talk is cheaper

Shortly after starting up, PagePlay moved into new offices and were looking for a telephony solution that delivered what they needed at a price they could afford, "Cost was one of the main drivers in choosing a supplier," explains Chris Charlton, PagePlay's Business Director, "and we didn't want to invest in major infrastructure." Choosing a supplier was simple, "General reviews and buzz around VoIP meant that we'd heard of Gradwell," Chris recalls, "we looked at other suppliers but Gradwell were recommended and their product fit well."

### Remote control

Getting their IP telephony started was simple, "It's a plug and play phone making it really easy". PagePlay has also made good use of the additional features they receive, "The voicemail to email feature is handy because if we're at an event we can invite callers to leave messages knowing we can pick them up on email anywhere –

it's a feature I've not seen offered elsewhere."

### Results driven

Perhaps the biggest difference VoIP has made to PagePlay is in improving their product offering, as Chris explains, "We're now able to offer customers free 'no call centre' phone support for our PagePlay content management system – it's refreshing for a web product."

The positive impact on PagePlay's business since implementing Gradwell's VoIP is palpable, as Chris states, "We're finding operational benefits that we didn't think we could as a small business – it's so much more than a simple phone line, and at a fraction of the cost."



**"Compared to other suppliers who charge a lot more, Gradwell is excellent. They don't pester you with sales calls and they resolve your issues fast. Gradwell deliver all we need, we wouldn't want anything more."**

**Chris Charlton,  
Business Director**



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