

## Case study

### Gradwell VoIP brings new meaning to talk radio

SNRG provides the region with broadcast-standard facilities as well as an FM radio service. With the team operating at different locations, the group needed an affordable telephony solution that would ensure each member of the team is contactable wherever they are.



[www.snrggroup.co.uk](http://www.snrggroup.co.uk)

“It’s a very worthwhile service for any small business to take, and the number of features you get are incredible compared to other suppliers that I know of.”

**Robert Pobjoy, Station Manager**



- **Company name**  
South Northumberland Radio Group
- **Type of business**  
Radio broadcasting/ media
- **Requirement**  
To cost effectively unite communications across multiple sites

#### Benefits of using Gradwell products

- Unified communications
- Improved customer support
- Enhanced content
- Reduced costs

## Case study

# Radio group goes live in more ways than one with Gradwell VoIP

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South Northumberland Radio Group
- **Type of business**  
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- **Requirement**  
To cost effectively unite communications across multiple sites
- **Products and services**  
Hosted VoIP



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### Open communications

With a management team based in numerous locations, South Northumberland Radio Group needed a telephony solution that would unify communications and help ensure high standards of customer service. As Station Manager, Robert Pobjoy explains, "It's imperative that we're contactable wherever we are. Choosing VoIP meant we could connect remote sites via one number." The team can also enhance radio content through broadcast quality live input, "Because our phone system is connected to our studio we can have live contributions wherever we are, at virtually no cost. There's no limit to what we can do."

### Broadcasting the benefits

For SNRG, the benefits of Gradwell Hosted VoIP are clear, "We've definitely saved on call costs but we've saved more in time." Robert continues, "The system is so flexible – if I need to get a new line up and running, all I need is broadband and it's working in next to no time, I can't fault

it." The group also makes use of Gradwell's additional VoIP features such as hold music and voicemail to email, as Robert adds, "The number of features that Gradwell provides means we can do so much, it offers the flexibility our business demands."

### Support network

Robert recommended Gradwell to his colleagues based on his previous user experiences. "I knew the service was excellent and support was really good." Thankfully, Gradwell has lived up to Robert's recommendation, "Everything's really fast and you get support when you need it, which is critical for us. In fact, we're planning on expanding our services with Gradwell in the near future."



Generally the service has been very positive ... in fact, we're planning on expanding our services with Gradwell in the near future.

**Robert Pobjoy,**  
Station Manager



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