

Case study

Tourism business gets things moving with Gradwell VoIP

Isleofwight.com is an independent version of the tourist board for the Isle of Wight. They promote all tourism related businesses on the island and have been doing so successfully for the past six years.



www.isleofwight.com

“ Everything from the hold music, the ability to transfer calls, the directory service, is fantastic. Everybody I’ve spoken to is so impressed, particularly by the exceptional call quality

Kevin Daniells, Founder



- **Company name**
Isleofwight.com
- **Type of business**
Tourism
- **Requirement**
To reduce telephony costs and increase flexibility

Benefits of using Gradwell products

- Improved customer service between two websites
- Operate from multiple locations with one communications system
- Keeping telephony costs low
- High quality customer support
- Cost and time-saving features

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Isleofwight.com now provide high quality customer service from any location

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- **Type of business**
Tourism
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To reduce telephony costs and increase flexibility
- **Products and services**
Multi User VoIP, Broadband



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Previously Isleofwight.com were using another provider, but the costs were mounting and the business owner had decided to relocate to Spain whilst retaining offices on the Isle of Wight. Their current provider could not lower charges or arrange for services to be shared between England and Spain.

That's where Gradwell came in.

Kevin Daniells, founder of Isleofwight.com says: *"The principal benefit is in my pocket. It's considerably cheaper than the phone bills we were getting from BT. At one point we had a phone bill that was nearly £2,000 per quarter. The beauty of it is that I can literally pick up my phone when I go anywhere in the world, plug it into a router and integrate with my office. It's as if I'm sitting in the next room. It's just such an easy phone system to use."*

Isleofwight.com were also really impressed by the quality of customer support and how quickly and easily the problem was fixed, just by picking up the phone and speaking to a human being at the other end. No

messing around with an automated system and infinite options.

Daniells is also impressed by the quality of the phone system that Gradwell supply:

"Everything from the hold music, the ability to transfer calls, the directory service that let's us see who's phoning and prepare for their call, is fantastic. Everybody I've spoken to on it is so impressed, particularly by the exceptional call quality."

With their amazing cost-saving features, flexibility and quality of service, Gradwell offer Isleofwight.com everything they need and more:

Kevin concludes: *"We are just opening up a new website for the Bournemouth area, holidaybournemouth.com and the numbers I've got for the Bournemouth area integrate with this system so when somebody makes a phone call from, or phones into our Bournemouth numbers, it actually tells me it's a Bournemouth number calling in, so I can answer the phone "holidaybournemouth.com" instead of Isleofwight.com, so I'm very happy with that."*



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