

## Case study

### Payroll card business finds it pays to switch to Gradwell VoIP

OnePay provides payment cards, similar to credit or debit cards, in that people that struggle to get a UK bank account can have their wages electronically sent to them and then they can make payments using this card or use a cash machine to access their earnings.



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

“ If we need to and route calls to overflow call centres and it's seamless from the customers' points of view. All that is taken care of by Gradwell.

Jonas Brown, OnePay Director



- **Company name**  
OnePay
- **Type of business**  
Payments cards
- **Requirement**  
Telephony system for customer service team

#### Benefits of using Gradwell products

- Seamless customer service
- Simple expansion and overflow for busy periods
- Keeping telephony costs low
- Ability to move existing number from BT minimised disruption
- Room to expand system as business grows

## Case study

# OnePay can quickly change their phone setup to suit their ever-changing needs

- **Company name**  
OnePay
- **Type of business**  
Payment cards
- **Requirement**  
Telephony system for customer service team
- **Products and services**  
Multi User VoIP, Web Hosting, Email Hosting



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

The business offers this service for anyone across the United Kingdom who struggled with a bank account due to identity documentation problems or previous financial problems- a particularly useful card in post-recession Britain.

OnePay originally used Gradwell as a host for their website, and they still use that service to this day. They were impressed with the service they received and went on to purchase a number of other domain names through Gradwell and moved their existing websites to Gradwell's trusty servers. They've been receiving this exceptional service for over 10 years now.

More recently, OnePay have been using Gradwell VoIP telephony for their inbound and outbound calls, faxes and a customer service centre. With a broad range of needs, they've really put their faith in Gradwell's leading telephony and Internet services.

OnePay's Jonas Brown indicates some of the main advantages of using Gradwell: "From the telephony side of it, because we

*can route calls to home numbers if we need to and route calls to overflow call centres and it's seamless from the customers' points of view, and we can do all that without investing really heavily in quite an expensive switch system in the office. All that is taken care of by Gradwell and their servers and all we need to do is access the interface it's done in literally minutes, and if we need to add a new extension that's not a problem, again... it's done in minutes."*

Gradwell's telephony services have kept OnePay's costs low, which means they don't have to use an 0870 number for incoming customer calls. OnePay also use an automated balance service that's based in America, so using Gradwell, the cost of transferring those customer calls to the US service is dramatically reduced.

Brown says "We'd recommend Gradwell without reservation. It's so reliable and the quality so much higher than ever. I've no qualms in recommending anybody who asks me to use not only VoIP but specifically VoIP through Gradwell"



**We'd recommend Gradwell without reservation. It's so reliable and the quality so much higher than ever.**

**I've no qualms in recommending anybody who asks me to use VoIP through Gradwell.**

**Jonas Brown,  
OnePay Director**



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

Registered Office: 26 Cheltenham Street, Bath BA2 3EX Registered in England: 3673235 VAT Registration No: 733 5833 27  
Tel: 01225 800 800 Fax: 01225 800 801 Email: [info@gradwell.com](mailto:info@gradwell.com) Web: [www.gradwell.com](http://www.gradwell.com)