



**HURSTONS**

Accountants and Business Advisors

## HURSTONS ACCOUNTANTS

# Hurstons chooses Altodigital as it's office communications partner

Hurstons is an accountants and business services provider based in Lincolnshire, offering a personalised service to local business owners and individuals.

### THE CHALLENGE

Hurstons Accountants comprises of an eight-strong team at its Lincolnshire headquarters, with a second branch in Epworth, North Lincolnshire, which is home to a further three team members. As can be the case with small busy offices, there were often times the phone lines were left unmanned, resulting in lost business and unsatisfied clients.

The main problem faced by the company was related to existing client and new business calls going unanswered for a period of time. Hurstons needed to re-assess its telecoms strategy in order to drastically improve its customer service and efficiency.

One of the owners of the accountancy business lives a significant distance from both office sites and was keen to have an increased remote sight over the business, and individual staff members, than the current system allowed.

Although Hurstons had a current provider for its telecoms, it was unable to offer a suitable solution, paramount for the business to improve its customer service and new business leads.

### CLIENT PROFILE

Hurstons is an accountants and business services provider based in Lincolnshire, offering a personalised service to local business owners and individuals.

### LOCATION

Branston, Lincoln

### KEY TECHNOLOGY

8x8 hosted unified communications system with its Virtual Office software suite, 8x8 mobile app and Polycom VVX 300 handsets.

### KEY BENEFITS

Capability to divert calls with visibility of who is available, manage external office communications more effectively, occupied primary phone lines are never affected, improved customer services and an increased in efficiently answered new business calls.

### WEBSITE

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

"We're extremely happy with the solution provided by Altodigital, its team has been a huge support throughout this process, helping our staff to feel included and motivated by the changes taking place."

Catrina Pearson  
MD, Hurstons



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your office technology partner

## THE SOLUTION

Altodigital was brought in to assess the main points in the two offices. It proposed a new telecoms strategy which would include an added capability to divert calls and manage external office communications more effectively.

The managing director of Hurstons, Catriona Pearson was extremely happy with Altodigital's approach, and after receiving a third party recommendation for the company, she tasked them with installing a completely new system, with the aim of improving their customer service.

Altodigital's telecoms offering is unique as it establishes a secondary phone line to operate from, meaning that the primary line occupied by the company's internet is not affected. The phone doesn't cut off and bandwidth is not impacted.

Altodigital installed the 8x8 hosted unified communications system with its Virtual Office software suite, 8x8 Mobile App and market leading Polycom VVX 300 handsets.

## THE BENEFITS

The changes have already brought about significant improvements for the company, allowing for improved customer services and an increase in efficiently answered new business calls.

The directors of the business are also able to check on business proceedings from wherever they are working in the country via an app on their mobiles, similar to a messenger programme, and calls can be put through to them as though they were in the office. The staff members can also see if the directors are contactable via the Virtual Office software suite.

Jon Sproston, Account Manager at Altodigital comments, "Our main challenge was to tailor-make a solution that would cater for the specific needs of the company, allowing people in different areas to communicate effectively. I feel that the team has achieved above and beyond the client brief and we hope to work together in the future."

Catriona Pearson, MD at Hurstons Accountants said: "It was obvious that we needed a new telecoms strategy in order for our company to operate much more effectively; current and potential client calls could be missed if offices were unmanned, and customer service wasn't as premium as we ideally aimed for.

We're extremely happy with the solution provided by Altodigital, its team has been a huge support throughout this process, helping our staff to feel included and motivated by the changes taking place."

## IN PARTNERSHIP WITH



## FOR MORE INFORMATION

Established for over 35 years, we have focused exclusively on providing unbeatable office technology solutions, and although we are a truly national operation, our success has been forged around our unique network of local offices providing on-the-spot response, rapport and reliability.



Altodigital has offices all over the country. Call us and see what we can do for your business.

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