

Original Travel

Case Study

Introduction

Original Travel is a luxury travel company that provides tailored trips to individuals and small groups. The company was introduced to Pinnacle through Tim Best Travel, a travel company they acquired in 2009.

Pinnacle installed a telephone system for Tim Best Travel in 2006 and has looked after their telephone lines ever since. In 2012, after acquiring another company - Simoon Travel - Original Travel decided to relocate to a new office. As they had to reconcile all their daughter companies' telecommunications as well as share office space with Oskia Skincare, it became clear that it was time to re-evaluate their telephony set up.

Business expectation

When approaching Pinnacle, Original Travel wanted:

- All three companies' mobiles and fixed lines to be managed by one provider
- To retain all telephone numbers
- To reduce mobile and landline costs
- To enable an employee to work remotely

Business solution

Pinnacle suggested upgrading to an Avaya IP 500 telephone system with multi-tenant functionality in order to reduce operational costs.



A multi-tenant system enabled all three companies – Original Travel, Tim Best Travel and Simoon Travel – to operate from the same telephone system. To further reduce costs, Pinnacle analysed Original Travel's mobile bills and devised tariff plans that best suited their requirements. Since Original Travel was keen to keep its telephone numbers, Pinnacle proposed porting previous numbers to the new company address.

As a way of enabling an employee to work remotely from South Africa, Pinnacle set up a call forward so that all the employee's calls were redirected to a Skype number.

"I would recommend Pinnacle for their speed and efficiency – they are always very quick to answer emails and calls and very quick to fix problems."

Alastair Poulain
Sales & Operations

Results achieved

When Original Travel first discussed moving offices, their then provider said it would be impossible for them to keep their existing telephone numbers. Pinnacle however was able to port all three companies' previous numbers – a fact which was instrumental in Original Travel's decision to choose Pinnacle.

Pinnacle is an Avaya SME Expert, as well as a fixed line specialist and Vodafone Platinum Partner, so it was well suited to manage all of Original Travel's telephony requirements. Having one point of contact in this way massively simplified the management of the company's telecommunications set up and allowed the Original Travel staff to better focus on their work.

The upgrade and multi-tenant set up has reduced Original Travel's costs by enabling them to operate one unified telephone system instead of three.

On-going mobile and landline costs have also been reduced through tailored tariff plans and intelligent call routing. After the upgrade, Original Travel ran a campaign called 'Country House Wedding Venues.' They then needed to monitor in real time which calls were in response to the campaign and how many calls were made in total.

Pinnacle has a unified solution for every business, from oil companies to film producers, education providers to insurance brokers and beyond.

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Pinnacle's solution was to set up a DDI (direct dial-in) on the telephone system and tag it as 'Country', making it possible for staff to see straightaway whether the call was in relation to the ad and allowing Original Travel to easily monitor the success of the campaign.

Pinnacle has since installed an Oak Call Logger which enables Original Travel to monitor all incoming and outgoing calls. This call logger enables instant performance feedback, while ensuring no important calls are missed.

Since Pinnacle became their provider, Original Travel feels that its telecommunications have become simpler to manage and enabled staff to work more efficiently.

Integrated technology

- IP Office IP500 V2 Telephone System
- Number Porting
- Mixture of Digital and IP Handsets
- Multi-tenant telephone system
- Remote Access to Voicemail
- Tailored mobile tariff plans