



Saffwood Communications

Company Grows with the
Hostcomm Reseller Programme



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About the Author



Chris Key, CEO, Hostcomm

Chris is founder and Managing Director of hosted telephony provider Hostcomm. The business was one of the first of its kind in the UK and today offers an unrivalled VoIP network infrastructure. Chris's 20 years' experience in voice and data networking and pursuit of innovative new technologies ensure Hostcomm's services are stable, cost-effective and continuously evolving.

Saffwood Communications grows with the Hostcomm reseller programme



Saffwood Communications joined the Hostcomm Reseller Programme to sell and support hosted VoIP and contact centre services. In less than five years, the company has dramatically increased its VoIP expertise – and its recurring revenue.

The challenge

Before Saffwood Communications, Managing Director Phil Little worked for a company that contacted small businesses to encourage them to switch telecoms service providers. On occasion Dialler services were needed and Little turned to Hostcomm for their expertise. It was only natural, then, that Hostcomm was Little's first choice when a referral came in for a VoIP-based phone system in September 2012.

"We never supported customers before, we only switched their services," says Little. "But I had a good feeling about Hostcomm, who had been so helpful in the past. The team was really easy to deal with and encouraged me to take an ongoing revenue by becoming a Hostcomm reseller. It seemed like the right time to take the plunge."

Becoming a full-service VoIP reseller would mean developing new skills and expertise in technical, often complicated areas. Adding value and driving sales depended on Saffwood's ability to build a multi-skilled, knowledgeable team – and that would depend on the in-depth support that Hostcomm gives to its partners.

Saffwood Communications required:

- ✔ High-quality, highly reliable VoIP and hosted contact centre services from a reliable provider
- ✔ A constant source of support and technical expertise
- ✔ An advocate that would help the business grow and develop over time

The relationship

Saffwood Communications began selling VoIP to SMEs with 3 to 8 employees, focusing on cost-effective solutions for businesses looking for their first phone system or an upgrade. Initially, successful sales were dependant on Hostcomm's expertise.

"We needed a lot of support," says Little. "Our VoIP knowledge was slim, so we would take the specification from the client, call Hostcomm who took care of the hardware, then sent phones to the end user who would plug them in. Hostcomm offered all the technical know-how - but I could tell immediately that the team was forthcoming and would help us to learn and understand."

While Little was used to chasing other service providers five or six times to get an answer, the Hostcomm Reseller Programme gave Saffwood an account manager to act as their advocate and fight their corner. This was accompanied by always-available reseller support, which Saffwood used when bouncing ideas back-and-forth as well as for long duration calls that taught the team how to diagnose and solve more of their own issues in future.

"Our account manager helped our business grow and develop. Great support teams are hard to find, but Hostcomm is always accessible, always responsive, and there's always a solution."

Over time, Saffwood used its growing expertise to take more control of service and technical support. This includes Saffwood's own dedicated server that allows back-end system access to extend the scope of the services the company can provide. The team is also able to identify general IT issues on-site that may affect VoIP performance, then resolve these to guarantee a smooth, seamless implementation.

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Phil Little, Managing Director
Saffwood Communications

The Hostcomm reseller portal

Saffwood also benefited from access to the Hostcomm Reseller Portal, a centralised interface for configuring and managing VoIP and hosted contact centre services.

The extensive functionality available in the Hostcomm reseller portal enables Saffwood to do everything from setting up a simple telephone to configuring multi-level auto attendant IVR and hunt groups. New staff members can be trained on how to use the portal in as little as 30 minutes, eliminating wasted time and maximising margins.

“You can do everything in the portal,” adds Little. “There’s so much more functionality than other service providers offer and that means we rarely need to call Hostcomm for day-to-day support, so we can resolve issues and configure new implementations faster.”

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Phil Little, Managing Director
Saffwood Communications

The results

Today, Saffwood Communications is a leading, growing VoIP provider, leveraging the technology and expertise available through Hostcomm. The company has an ongoing source of recurring revenue, fast access to technical support, and control over launching services like a new online presence offering.

“With Hostcomm, we’re now large enough that we’re an important customer,” says Little. “But we never needed to play that card. We quickly established that whether you have one or a thousand customers, you still get a preferential service. No matter how basic or complicated your question, Hostcomm’s response is amazing.”

Summary

With an opportunity to start selling VoIP and hosted contact centre services to SMEs, Saffwood Communications needed a reliable, cost-effective solution with always-available technical support. As a Hostcomm reseller, the company found a provider that did not just answer questions, but helped Saffwood to build its own in-house expertise, opening up new ways to add value and drive recurring revenue.

Unlock a new source of recurring revenue

Join the Hostcomm reseller programme:

www.hostcomm.co.uk

Talk to us... we are here to help

If you have any questions or require further information, please get in touch:

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Business VoIP Solutions