

A SMALL BUSINESS CALLING

Voipfone are a company that not everybody has heard of. But, for 30,000 small business customers, a number that is growing by roughly 2% per month, the company is a godsend. With a Queens Award for Enterprise, glowing magazine reviews and legions of happy customers, the provider of big telephony to small business has flourished; "mostly on getting it right and word of mouth as we have never advertised," says CEO, Colin Duffy.

The idea for Voipfone, which offers enterprise quality telephony and features aimed at very small businesses, came from Lee Rose who was looking at teleworking as a way of reducing costs for his small web hosting business. "Having a fixed office was just so expensive, but we needed to keep in contact so as techies we built a small app to allow us to call each other for free over the internet - we also gave it away for free to a few customers."

Colin's interest began 20 years ago when he was at BT looking at the profitability and services for different customer segments.

"For really small businesses with 1 to 5 lines, we didn't offer them a great deal," he explains, "We charged them more than residential customers and they got nothing in return but BT was so dominant they had nowhere else to go"

However, it was when Colin and Lee met and started discussing the market; that it became clear that there was a real opportunity. Today, with 38 staff and over a 5 million turnover, the ethos for the business remains and the firm boast the same capabilities normally found in large enterprise PBX's at a fraction of the price. "We build everything ourselves and the few bits we don't that are crucial to our customers - such as telephones - we use supplied kit which we test to destruction - if it doesn't work perfectly, we will not sell it." quips Lee.

One such relationship is Gigaset Pro, which Voipfone sells as both a wireless and desktop phone along with its service, "To say that we test it thoroughly is an understatement, in our opinion, it is the best wireless VoIP phone for small businesses

and it works seamlessly with all our call features."

The partnership also helps customers, "Gigaset Pro are extremely receptive to ideas and operational processes so that our customers can just get a phone delivered by courier, plug it in and it all works as expected."

"We have worked with Voipfone as a gold partner over a number of years and they have provided us with valuable feedback on our products allowing us to constantly improve on our feature sets. This enables us to provide users with an exceptional experience when using Gigaset Pro and the Voipfone service" says Keith Jackson, head of Sales and Marketing, Gigaset pro.

Even with deep-pocketed rivals like Skype and WhatsApp, Voipfone is still growing, "Our customers are like us in many ways," says Colin, "They want good customer service and for things to work for their benefit and not the other way round - we have great technology, fantastic partners and we've found our niche!"

Interested? Contact Keith at Keith.jackson@gigaset.com



5650H
(comfort)



5610H
(micro)



RG30H
(active)



Gigaset pro