Creative Networks | Managed IT & Telecoms

Because life is

Petty Real™

Organisation
Petty Real

About
Petty Real are a well established and reputable estate agent group with 15 sites across Lancashire and Cheshire.

They pride themselves on providing excellent service which has led them to winning numerous awards.

Award Winning Estate Agents

Summary

Petty Real had a disjointed telephony solution which was having an impact on customer experience. Their current solution was also lacking in terms of functionality and ease of use.

The Challenge

The current telephony solution was split between various providers across the region with varying service levels. This was vital to be managed as Petty Real is a service driven business and downtime is critical. The various systems wouldn't allow effective communication between offices and mobile workers which meant high costs and lack of service when dealing with customers and internal teams.

As the systems were with different providers, there was limited reporting and feature capabilities, thus not allowing the business to be working as effectively as they wanted to - especially with the growth plans they had in mind.

vmware   3CX   Microsoft   DELL   CITRIX®   Office 365

Managed IT & Telecoms

The Solution

Petty Real engaged with Creative Network to discuss options and the best way to manage the whole network of offices with one solution.

We introduced **3CX** as this could be rolled out to all the sites effectively, easily managed by one central solution whilst still giving each individual site control of reporting function and features.

Petty real wanted to move to a system that was not only cost effective, but was also offering a host of considerations including flexibility, agility, ability to scale, integration, a range of features and a solid disaster recovery function.

The Benefits

The **3CX solution** has changed the way Petty Real's customers communicate with them, with uniformed IVR, specific hunt groups and dedicated call forwarding for all sites which help with the customer journey.

Mobile workers now enjoy an effective solution where they can make calls of their mobile apps or the softphone feature. This has added another dimension to providing excellent service all round.

The flexibility, features and quality of the **3CX solution** has meant efficiency has increased internally and therefore increasing customer satisfaction.

"Creative Networks and 3CX have really helped us ensure that we provide excellent service to our customers. The support and service from Creative Networks has been fantastic, and our telephony system now works as it should."

The Future

With extensive growth plans, the **3CX system** will allow Petty Real to scale upwards as quickly as they need to.

Organisation
Petty Real

About
Petty Real are a well established and reputable estate agent group with 15 sites across Lancashire and Cheshire.

They pride themselves on providing excellent service which has led them to winning numerous awards.

Award Winning Estate Agents