



# ADVANCED TELEPHONY SOLUTION **BOOSTS BUSINESS PRODUCTIVITY**

GCOMM helps Bennett + Bennett transform a cumbersome telephony system into an efficient solution for scalable business growth

# Steady business growth requires up-to-date technology and streamlined solutions to increase productivity and lower costs

When Bennett + Bennett partnered with GCOMM in 2000, the surveying consultancy then employed just 20 people. In the following decade, the business expanded significantly to include more than 130 staff working across five offices. Naturally, communication between individual locations and employees became crucial to workflow. It was vital to receive and redirect phone calls from clients, partners and staff as quickly and efficiently as possible.

**Industry:** Surveying, town planning and spatial solutions

**Employees:** 130+

**Number of branches:** 5

**Headquarters:** Gold Coast, Queensland

**Geographic presence:** Gold Coast, Brisbane, Sunshine Coast, Ipswich, Darwin

**Website:** bennettandbennett.com.au

**Customer since:** 2000

**GCOMM services:** Cloud PBX, cloud backup, WAN, Internet, Office 365, WAN, centralised Internet gateway, secure email gateway, managed firewall, managed IT services

Established in 1968, Bennett + Bennett is an independent surveying, town planning and spatial consultancy specialising in major construction, infrastructure and development projects throughout Queensland, New South Wales and the Northern Territory.



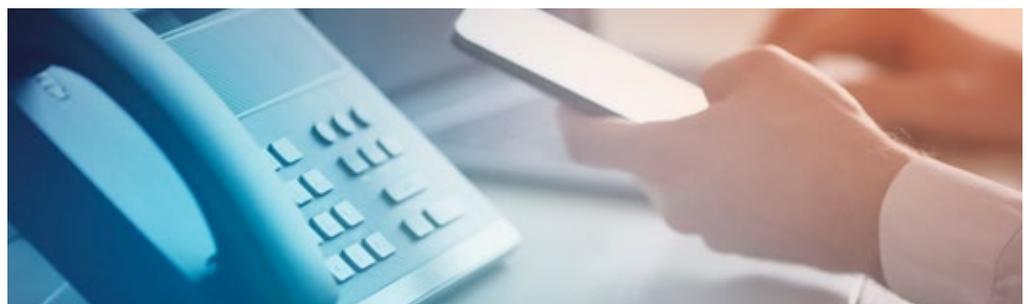
*"This was really a nightmare from the management perspective," explains Darren Chalmers, Business Operations Manager with Bennett + Bennett for well over 33 years. "Having a well-functioning, scalable, easy-to-use telephone system is absolutely critical to our business. We get many calls throughout the day... Being able to quickly and easily direct callers to the right employee is crucial."*

## CHALLENGES

- Outdated phone system could not provide scalability or meet the demands of the growing business
- Increased operational costs for services and human resources
- Inability to handle communications effectively resulted in staff frustration and lower productivity

Due to their rapid growth, by 2016 the company had a different phone system at every office location and over 15 phone lines, under separate contracts and payment schedules. This, in addition to technology that had become outdated and unable to adequately meet business needs, led to what management described as a "nightmare".

The issues effected productivity among administrative staff handling inbound calls and created frustration with employees required to learn and use different systems between each office. Crucially, the lack of a streamlined system increased business costs relating to both human resources and telephone bills.



# Bennett + Bennett and GCOMM: a partnership that delivers positive business results

Bennett + Bennett needed to upgrade their outdated network and telephony infrastructure in order to lower costs, improve productivity and meet the needs of its expanding business. At the time, however, very few companies offered cloud PBX.

GCOMM had been Bennett + Bennett's provider of choice since 2000 for a variety of needs, such as server installation and maintenance, infrastructure upgrades and building WAN solutions. Instead of paying a new provider, the management team was keen to leverage its existing network infrastructure, which GCOMM had built, in order to run cloud PBX. Plus, having a single provider for all of their IT needs was easier and more convenient.

**“GCOMM has been our provider for many years and we have confidence in their expertise, experience and level of service. GCOMM understands our company, how we work, our network. They are professional and give us realistic expectations. There was no way that we would go to a different provider for cloud PBX if GCOMM was offering it.”**



To evaluate the situation, GCOMM carried out an audit of the existing infrastructure and proceeded to create a migration plan. Bennett + Bennett felt confident that GCOMM's product had all the features they needed and that it would meet their business needs. Within approximately two weeks GCOMM delivered the cloud PBX solution over their secure private network. All five offices were connected without any downtime. Staff were trained by the GCOMM team on how to use the new solution, starting with receptionists and administrative employees. GCOMM also provided handsets and number porting (moving existing phone numbers to the new service). In addition, Bennett + Bennett continued to receive 24/7 technical support and managed IT services of voice and data networks as part of the subscription.

## Included Features

- ✓ Unlimited local and international calling + unlimited Australian mobile calling
- ✓ Softphone app for mobile connecting staff to the company's phone system
- ✓ Call logs and call history management
- ✓ Conference bridges
- ✓ Ring groups
- ✓ E-fax
- ✓ Multi-level IVR
- ✓ Automatic call recordings
- ✓ Call monitoring
- ✓ Call screening

# Cloud PBX improves communication and reduces expenses

## RESULTS

- Reduced costs for telephony and human resources
- Ability to scale business growth
- Advanced cloud PBX better supports complex communication needs
- Improved productivity across the organisation: easy-to-use system simplifies management allowing employees to seamlessly carry out tasks anywhere

GCOMM's cloud PBX's advanced features have helped Bennett + Bennett staff improve communication both within the team and with clients. Employees can now easily switch offices without having to learn how to use a new telephone system every time they move. The new technology also enables them to remain connected to the office via their smartphone applications no matter where they are – at home, working in the field or at any other location.

Some of the more advanced features of the service, such as call transfers, multi-line hunting (redirecting the call to another employee's phone when the receptionist is unavailable) and the message bank (a type of voice mail) ensure that all calls are handled in a speedy and efficient manner.

All of this has improved collaboration and productivity significantly, while employee satisfaction has grown drastically. The solution has also reduced operational costs, helping the business to make valuable savings on phone bills and human resources.

Having worked with GCOMM for many years, Bennett + Bennett currently employ two full-time staff within their internal IT department who look after the company systems. They continue to rely on GCOMM for managed services and high-level server support whenever needed.

***"It's important for us to work with a provider who understands our business, has a good relationship with our staff and is not intent on just selling us more services, but really working with us to understand what we need and provide the best solution for us. Also, it's easier to have one service provider for all our technology needs."***



## OUR VISION:

TO GIVE BUSINESSES THE POWER TO  
ACHIEVE MORE USING TECHNOLOGY.



GCOMM is a multi-award winning Australian technology company. Our purpose is to provide businesses with strategic consulting to empower them to thrive in tomorrow's digital world. It is through ongoing innovation that we have continued to provide our clients with best-of-breed technology solutions. We combine our strong network foundation, engineering capabilities and partnerships with leading technology vendors to enable our customers to transform their business.

Get in touch today to speak with a GCOMM Solutions Consultant about your business objectives.

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**Need help?**

Call us on **1300 221 115** or contact your **GCOMM Account Manager**.