

Redbrick Mill



The Customer

Redbrick Mill is a furniture retailer operating on in the North of England. With over 40 concessions operating under their roof, efficient communication between staff and customers is key to ensuring continued smooth running of the business.



The Challenge

- Support growth in number of concessions with a phone system
- Connect all existing concessions with each other
- Easy operation for customer-facing staff
- Support both business sites on the same system
- Unify the features and functionality available to concessions



The Solution

- iPECS UCP 100
- iPECS LIP-9030 handsets
- iPECS UCS Mobile Application
- Voicemail to Email



The Benefits

Since installing iPECS, Redbrick Mill have noticed a huge improvement in their operational efficiency. With their old system in place, there was no easy way to transfer a call from the front desk to a concession elsewhere in the store. The UCP 100 system they now have in place has facilitated a huge reduction in call costs, as a result of both the operational improvements and the cheaper call rates inherent to SIP.

The new system allows staff to add new handsets quickly and easily to the system, giving a huge boost to their agility and responsiveness. On-boarding new concessions is now much faster than it was before, and the improved integration of the concessions into the store's infrastructure has made Redbrick Mill an even more attractive site for concession operators, enhancing their competitive edge.

Staying in contact with all staff in the business is much easier and cheaper now. Since both sites now use the same system, all staff can be reached via an extension rather than a PSTN number. This, combined with the easy configuration of speed dials on the LIP9030 handsets, has led to a new culture of collaboration between colleagues on different sites.