



**Laurie Ross**  
Scotland's Personal Insurance Broker

## Case Study

Laurie Ross is a successful personal & commercial Insurance Broker with six branches across Scotland. Hello have been supplying Laurie Ross with reliable connectivity and phone systems across all of their branches for many years. When COVID 19 struck, Laurie Ross needed to quickly set up remote working phone solutions for all of their employees across the company. It was imperative that the remote working call solutions were quick to set up, easy to use and assisted Laurie Ross employees to work to the same professional standards as they would in branch.



### The Situation

Laurie Ross is a very busy and successful personal Insurance broker with six branches across Scotland. Hello have been supplying and supporting Laurie Ross with phone and connectivity solutions for many years. When COVID 19 hit, Laurie Ross needed to implement remote working solutions quickly. The solutions needed to be flexible, easy to use and professional. It was imperative that all Laurie Ross employees could continue to work and collaborate effectively from home.

### The Implementation

When Laurie Ross asked Hello to help them to migrate to remote working, Hello was happy to help. Hello took the time to fully understand Laurie Ross's remote working needs. Hello provided advice to Laurie Ross on which remote working solutions would accommodate all of their needs. As an existing customer, Laurie Ross could simply add remote working services onto their existing phone system.

### Services Implemented

**Softphones** - Hello could re-configure some of Laurie Ross's existing phone extensions to work with the GS Wave application. The GS Wave application is a softphone app which connects your desk phone with your mobile. The App acts like your desk phone in your pocket. It operates using an internet connection meaning you can work virtually anywhere without losing business features.

**Plug and play handsets** - Laurie Ross employees could simply take their office desk phone home. Employees can plug their desk phones in at home and continue to use it. Hello could also supply employees with POE power supplies to employees whose home working space wasn't located near a connection.

**Call Routing** - Hello were able to reconfigure Laurie Ross's call routing to ensure all calls were being directed to the correct employee or department.

### The Result

Hello were able to seamlessly migrate Laurie Ross's phone system to support remote working. Hello made sure that all of Laurie Ross's employees were set up remotely and were trained on how to use new products. Laurie Ross have been able to continue business as usual, whilst employees continue to work from home. This is what Laurie Ross has to say

**"Hello Telecom have been essential in creating stable phone and internet platforms across our Laurie Ross Branch network. They deliver a solution that meets our business needs whilst being competitive, open, honest and supportive. Their cloud VoIP solution gives us access to a portal which allows us to manage the administration of our extensions and queues and make real time business changes. The service and communication provided by the Support Team is second to none. On more than one occasion they've taken ownership of a self-made problem and worked side by side with us to find a solution.**

**When COVID-19 struck Hello supported our business plan, proactively identifying a working from home solution and fully supported our transition. They have recently supported our move back into our Branches for many of our team and they have provided a compliant solution, using multiple devices, for those who will have a blended work week.**

**We would highly recommend Hello Telecom."**

**Lorraine Cooper Business Manager**