

8x8

Ghost Enterprises wins back business, thanks to 8x8 Voice for Microsoft Teams.



ghostenterprises.co.uk



Industry
IT



Headquarters
Essex, UK



8x8 Products:
8x8 Voice for Microsoft Teams



Primary Reason Chose 8x8:
Easier communications with customers and colleagues using 8x8 Voice for Microsoft Teams

Highlight Metrics

- Ability to scale instantly to meet expansion needs
- Responsive communications impressed and won back former clients
- Ghost Enterprises plans to develop into two businesses – with 8x8 communications as a key enabler

Based in Essex, Ghost Enterprises is a growing business, providing IT solutions to small and medium-sized companies in the UK. Its services range from cloud services and hosting, to data backup and 24/7 online support.

The challenge: Booming business, held back

When the coronavirus pandemic struck the UK, Ghost Enterprises found its services in high demand. “Overnight, clients were scrambling to work from home,” explains Managing Director Grant Hulley. “We could set up their VPNs, remote machines, provide datacentre services, and deliver the business continuity they needed.”

However, Ghost’s own communications were fraying at the edges. While some consultants moved speedily between client sites, others had to be tethered to the office phones – simply to take customer calls and pass on messages. It was stifling the business.

Ghost Enterprises relied heavily on Microsoft Teams for its back-office communications. But it needed an intelligent phone system to work alongside, so staff could take calls anywhere.

“Previously, our phone provider had promised us an app. But six months later, we were still waiting – and so we opted to use Microsoft Teams as a workaround to reach colleagues. But this meant we couldn’t make phone calls from Teams in an efficient way,” says Hulley.

“This wasn’t just frustrating, it was hitting our bottom line. Some clients were leaving because they found communications difficult.”

The solution: “Lighting up” the Teams dialer

Hulley and his colleagues discovered 8x8 on the web. They discussed their objectives with the 8x8 team and were guided to a solution that enabled calling from Microsoft Teams.

“8x8 provided the communication solution we needed,” he says. “Calls could be made using the Microsoft Teams dialer— and the 8x8 app gave us an auto attendant, voicemail, and other advanced voice calling features not available with Microsoft Teams. And it worked with Windows or Linux on our laptops as well as on our iOS or Android phones.”

Implementation proves quick and easy

Ghost Enterprises went live with 8x8 Voice for Microsoft Teams in under 4 weeks. The company's existing phone numbers were ported across to 8x8 and employees could start taking advantage of a wealth of advanced calling features injected into Microsoft Teams.

"I've worked with a lot of phone providers," says Hulley. "And there's no doubt that 8x8 is the easiest I've seen for installation and set up for a cloud phone system that works with Teams. They showed me how to use the admin portal to add Teams users, I could configure the system easily myself and show my colleagues how it's done."

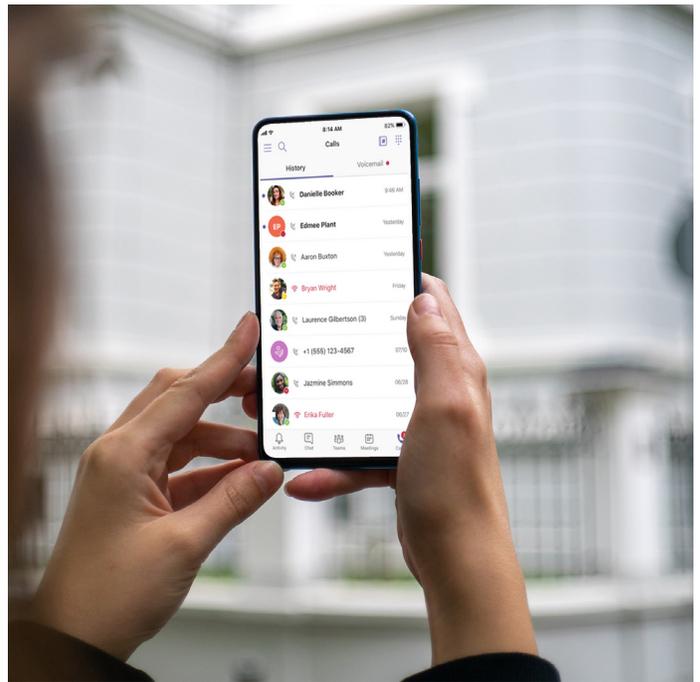
The results: Seamless communications achieved

With 8x8 Voice for Microsoft Teams, Ghost Enterprises can now serve clients from anywhere.

"The whole system works brilliantly for us — and the staff love it. The call quality is excellent and making, or receiving phone calls using Teams is simple. If we miss a call, it is routed to the auto attendant and then onto voicemail. It's made us a more responsive organization."

"With 8x8, we can grow, add more Microsoft Teams lines, and additional services via the cloud to take our business to the next level."

Grant Hulley,
Managing Director, Ghost Enterprise



New solution boosts customer satisfaction

With the 8x8 solution up and running, customers have been quick to praise Ghost Enterprises for its improved responsiveness.

In fact, the company won back a previous client, thanks to its new enterprise-grade communications and improved customer experience.

With 8x8 as its communications partner, Ghost Enterprises is now embarking on an exciting new phase in its business journey. The company has plans to split its business into two divisions: One focussing on IT consultancy and support, and the other supporting IT infrastructure, including data centres and virtualised hardware.

"Communications are vital for our business," says Grant Hulley. "With 8x8, we can grow, add more Microsoft Teams lines, and additional services via the cloud to take our business to the next level — as two distinct operations that both excel at communications."

For more information, call **0333 043 888** or visit **8x8.com**

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8x8, Inc. (NYSE: EGHT) is transforming the future of business communications as a leading Software-as-a-Service provider of voice, video, chat, contact center and enterprise-class API solutions powered by one global cloud communications platform. 8x8 empowers workforces worldwide to connect individuals and teams so they can collaborate faster and work smarter. Real-time analytics and intelligence provide businesses unique insights across all interactions and channels so they can delight end-customers and accelerate their business. For additional information, visit www.8x8.com, or follow 8x8 on LinkedIn, Twitter and Facebook.

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