



## Customer Case Study:

### Currency Solutions

### Foreign exchange specialists expand with VOIspeed



#### The Business Background

Currency Solutions are experts in Foreign Exchange, buying and selling currencies to provide their customers with the best currency exchange rates. They have also recently launched a currency card, which enables you to access both US dollars and Euro at optimal exchange rates. Based in London and Cyprus, Currency Solutions have clients all over the world from India to the USA. For more info:

[www.currencysolutions.co.uk](http://www.currencysolutions.co.uk)

Telecommunications is vital to Currency Solutions as all their deals are made over the phone on which employees spend approximately 80% of their time.

VOIspeed Reseller Cuong Tran at Techbeyond provides on-going technical support to Naveen Kumar, IT Manager at Currency Solutions as and when required.

#### The Challenge

Currency Solutions began in 2004, when the company opted to buy VOIspeed via Techbeyond Ltd. Cuong recalls: "Currency Solutions were a new company growing very quickly whose methods of working were changing and improving all the time to meet the customer needs."

Currency Solutions were keen to acquire a phone system that would be flexible and could grow with them, and unlike your average phone system, would not be out of date after five years! Cost was a consideration for the initial acquisition of the system, but flexibility and utility of the phone system appeared to be the primary drivers.

**Key numbers** for Currency Solution's VOIspeed phone system are:

London:

- 30 Extensions
- VOIspeed PRONTO Pro
- 15 ISDN channels
- USB phones and headsets

Cyprus:

- 10 Extensions
- VOIspeed PRONTO Pro
- SIP and USB phones

#### The Solution

Cuong Tran, from Techbeyond proposed VOIspeed as it provided the flexibility and advanced features needed by Currency Solutions who envisaged sharp growth and international expansion.

Since their inception, Currency Solutions have expanded as forecast and now have over 35 users based between their London and Cyprus offices. They use

VOIspeed's PRONTO Pro with 15 ISDN voice channels and have a wide range of VOIspeed proprietary hardware peripherals. For their London office Currency Solutions have a VOIspeed PRONTO Pro 30 licence with employees using USB phones and headsets. In Cyprus employees use both USB and SIP phones. The Cyprus office has an additional 10 user licence and is linked remotely to London, therefore guaranteeing significant cost savings through free calls between servers.

#### Reseller Comment: Cuong Tran, Techbeyond

"The VOIspeed system has been able to meet the demands of increasing staff numbers and call volumes and has had the flexibility for us to manage the way we work, so I think it was a great choice."

## Key Benefits for Currency Solutions:

Naveen Kumar, IT Manager at Currency Solutions spoke to VOIspeed UK about the main benefits and favourite features of their phone system:

- **User friendly**

“End users and our employees can use this very easily - the interface is very user friendly and flexible. It took me only half a day to learn the entire system”.

- **Highly flexible**

The VOIspeed phone system has provided Currency Solutions with the flexibility they required, enabling for example their users in Cyprus to log in remotely and for them to communicate between locations for free and pick up phone lines, and business wherever they are.

- **Improves productivity**

One example is that at Currency Solutions

“London based receptionists handle calls both in and out very easily without keeping the client on hold for too long by seeing on the VOIce

Client who is available, who is already on the phone and who is on a break. If instead employees have missed a call on their own line they have all details of the phone caller and can call back.”

- **Reduces phone bills**

“All of our business is on the phone. We already have an office in Cyprus and can communicate from the London to the Cyprus office for free– this reduces our phone bills considerably. We also pick up calls from and to the Cyprus and London offices, so that we don't lose any business!”



## Naveen's Favorite Features:

- **Call Recording (WAV)**

“This is important to us as we keep track of our conversations with clients so that, for example, we book a trade for the particular amount and later we want to know what price, we can refer back to the call recordings for confirmation.”

- **Tracking Calls and Text Messages**

“We track the number of calls, both the number of calls picked up in a day and those made out.

We monitor our dealers too. We also use and

keep track of the text messages between colleagues in the London and Cyprus offices.”

### Customer Comment:

Naveen Kumar, Currency Solutions

“All of our business is on the phone....we can communicate from the London to the Cyprus office for free– this reduces our phone bills considerably. We also pick up calls from and to the Cyprus and London offices, so that we don't lose any business!”

## The Future

Currency Solutions has used VOIspeed for four years and in that time has grown significantly. VOIspeed continues to develop and have new features, and one area which they are currently interested in is using more automated methods for dealing with their calls. With VOIspeed you can integrate CRM software and Techbeyond with Currency Solutions are looking into CRM software such as Integra, to apply to IVR features and link up calls with their database more effectively.

For further information, please contact:

Ms. Charlotte May,

tel: 01727 848186,

email: [info@voispeedltd.com](mailto:info@voispeedltd.com)