



## Customer Case Study:

### Italian Journeys recommends VOIspeed to tour operators.

*Interview with MD of Italian Journeys  
Dino Triantafillou*

#### Customer Background

Italian Journeys [www.italianjourneys.com](http://www.italianjourneys.com) Specialises in celebratory holidays to Italy: honeymoons, anniversaries etc. They provide a personal service drawing on local knowledge to devise complex, tailor-made itineraries – travel experiences more than just holidays!

Italian Journeys are based in Earls Court, London and, due to their online marketing, have customers from the UK and across the world. Telephony is key to their marketing and sales process, as Dino Triantafillou explains:

“We encourage our clients to talk to us so we can have an insight into their needs and dreams, therefore phone communication is a very important part of our selling process.”

#### The Challenge

Essentially Italian Journeys needed a phone system to talk to their clients, and with their move to online marketing a few years ago, they were keen to employ an IP based telephone system, as Dino reflects:

“We had a very archaic system – BT Key and lamp - so the difference is vast. The old system was fine but we are in another era now and because we are into online marketing and internet-based work this fitted us perfectly.”

More recently Italian Journeys reassessed with VOIspeed how they might reduce their telephony overheads by adding VoIP lines to their telephone system.

#### The Solution

Italian Journeys have a PRONTO Pro 20 licence, with 18 active extensions. They use the VOIspeed soft Client with USB headsets. Following a recent cost review Italian Journeys reduced the number of ISDN lines in favour of 8 VoIP lines, using VOIspeed VoIP services to achieve dramatic cost savings on rental costs and call tariffs.



**Key numbers** for Italian Journey's telephone system are:

- PRONTO Pro 20
- 18 Extensions
- 4 ISDN Lines
- 8 VoIP Lines
- USB headsets

#### The Outcome

“VOIspeed has helped us to become more professional in regards to our telecommunication needs and has helped us to reduce costs.” Examples Dino cites are:

Remote Working: “We all seem to be closely linked wherever we are, even if I am at home or, very soon, if I am in Italy I can still use VOIspeed. “

Improved internal communication: “VOIspeed has improved our internal business processes as we can communicate more freely, for example, texting each other. It is a very useful tool – we probably take it for granted now as we have had it for over a year.”

Better training: “... We are going to start training with conference calls so that our employees can improve their selling skills”

Reduced costs: “On the rental charge side, we are reducing our costs. We have just started VoIP phone calls so in the next few weeks we will be looking at getting rid of 2 ISDN channels, and so that will reduce the costs even further. “

#### Recommendations

Dino recently demonstrated VOIspeed to a business travel and conference operator visiting his office and is happy to recommend VOIspeed to other tour operators, concluding: “For us the communication level is better internally and externally and I think that would benefit any tour operation. You have to consider that some tour operators have businesses in other countries, so that (free phone calls between international offices) is a big cost benefit too.”

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