

# Case Study



**SquareOne**  
**.Network**

## PANCENTRIC DIGITAL

### The Client

Pancentric, headquartered in London, is a top 20 UK digital media agency offering over 12 years of experience helping clients grow their businesses. With people at the heart of their agency, Pancentric heavily rely on frequent communication both between internal teams and with clients. Pancentric pride themselves on their excellent and reliable customer service, and in turn, also expect these high standards from its suppliers too.



### The Challenges

Pancentric is a fast-paced business, so it's vital that their communication equipment is adaptable allowing their team members to be mobile where needed; it quite literally needs to keep up!

Unfortunately, Pancentric's previous system was extremely restrictive because it wasn't portable. This frustrated Office Manager, Deby, as her day-to-day tasks meant she was not always at her desk. In turn, this subsequently impacted on various departments, as team members missed important client calls which affected efficiency. Ultimately, internal frustrations were reflected onto clients as they suffered too.

Therefore, Deby was in need of a portable solution

that allowed her to answer, hold and transfer calls, no matter where she was in the office.

### The Solution

Pancentric approached Square One with the issues they were facing due to the fact that Square One has been providing the Mobile communications for Pancentric for several years now.

To overcome the challenges that Pancentric faced, we provided Deby with a Linx 1010 Tablet, Polycom Bluetooth Headset and our Hosted Receptionist Console. This allowed her to answer calls anywhere in the office and use the online receptionist console to manage calls. Square One provided a full managed service in transitioning Pancentric from the previous solution to the hosted solution. This ensured that there was zero downtime to Pancentric's communications system.

To cap this all off, we supplied Pancentric with a dedicated hosted data line that is able to provide 15 calls seamlessly at any given point, as well as implement an assured tenure line as a part of their disaster recovery plan. This ensured their hosted data line could work effortlessly if their main broadband went down, and we were also able to provide the devices free of charge.

Hosted Receptionist Console provides a cost-effective way of managing your key call routing and monitoring multiple contacts or sites, so your business can ensure that every one of your calls is answered efficiently and improve customer service.

#### Hosted Reception Console

- ✓ Full control over incoming calls to single or multiple sites, ensuring every call is answered or redirected as required
- ✓ Access and monitor up to 800 director contacts meaning call routing decisions can be made quickly and efficiently to ensure best outcome
- ✓ Monitoring and manipulation of call queues with caller priority



## The Results

Communication between Deby and clients improved as soon as the hosted system was implemented, and Deby had the use of the Linx 10 tablet and Polycom headset.

Client relationships also improved as a result, as the ease of communication between all stakeholders meant everybody involved could work more efficiently, and Pancentric could deliver their services at the high standard they are renowned for.

In addition to implementing the new hosted system, Square One provided training sessions to ensure that the Pancentric IT team were happy making any day-to-day alterations to their system.

As a result, Deby and the IT team have found it helpful to be able to update usernames and reallocate lines as and when fit without having to come to Square One for help.

“Pancentric has relied on Square One for its mobile communication needs for several years now, over that time we have seen Square One’s business grow phenomenally, but we get the **same level of brilliant service**, the **same cost savings** and the **same proactive account management**, I can’t fault them.

James Downes, Director

## Hello, We’re Square One.

We specialise in tailored telecoms solutions across mobile, fixed line and hosted telephony. Square One is Three Ireland’s sole strategic partner for UK communication services. With a wealth of experience in the telecoms market and a deep understanding of customer needs from SME through to Enterprise Business operations, we are proud to be the market leader in providing UK services to Irish businesses.

- ✓ All your communications needs on **one bill**
- ✓ A **flexible approach** - we will tailor a plan to work for your business needs
- ✓ A personal touch - **our dedicated support team** will answer you call on average **within 30 seconds**
- ✓ Unlike other networks, we do everything we can to help you to **avoid bill shock** - one of the many reasons for our **91% customer retention rate!**