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# CASE STUDY



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## CloudCall enhances Finegreen Associates' customer service processes

### Background

Finegreen Associates is a market-leading recruitment consultancy, with offices based in Manchester and London. It focuses on permanent, interim and fixed-term contract senior management roles in the public and private sector.

In recent years, Finegreen has experienced continued success and growth as a result of its focus on excellent service to its clients and candidates, and by having highly trained consultants who specialise in recruiting for specific roles including finance, estates, IT, HR and commissioning, with an in-depth knowledge about their clients.

### The Business Benefits

Finegreen looked for a provider that could work in partnership with its CRM system, Microdec, to eliminate the business challenges that they faced. The business found limitations with its current reporting system and found that recording its communications manually was very time consuming. This contributed to the high costs being incurred by the company. The business initially addressed these issues by discussing the costs and capabilities of its present systems with its suppliers.

Finegreen contacted SYNETY after researching potential organisations with the capabilities to resolve its business issues. As a result of the strength of CloudCall's integration with Microdec and the additional flexibility and control that it would have on its in-house telephony system, Finegreen opted to implement CloudCall into its business.

The company was very satisfied with CloudCall's price, the ease of purchase and the support that was available during and after installation. Having used CloudCall for over six months, Finegreen has seen improvements in its customer service process, as the software allows the company to create dialling options for customers, resulting in a more professional approach. Finegreen also has access to detailed call reports, providing the management team with better information.

### Conclusion

Shirley McIntosh, Human Resources & Quality Manager at Finegreen Associates, said: "Overall, we have had a positive experience with using CloudCall. They have a professional approach, with responsive and helpful staff. The software itself features a user-friendly portal. Both parties worked closely to ensure that we achieved our goals and expectations."



### The Challenge

Finegreen looked for a provider that could work in partnership with its CRM system, Microdec, to eliminate the business challenges that they faced. The business faced limitations with its current reporting and call recording systems which contributed to high costs for the company.

### The Solution

As a result of the strength of CloudCall's integration with Microdec and the additional flexibility and control that it would have on its in-house telephony system, Finegreen opted to implement CloudCall into their business.

### The Results

Having used CloudCall for over six months, the results that Finegreen has seen include improvements in its customer service process, as the software allowed the company to create dialling options for customers and this, alongside the availability of better management information, resulted in a more professional approach for the business.

See how **CloudCall** can **benefit** your **business**.

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