



US & CA: +1 617 982 1600  
UK & ROW: +44 330 335 0000  
E: sales@synety.com

CUSTOMER SUCCESS STORY



## New start-up, QWERTY IT Services, enhances its business processes with CloudCall



### Background

QWERTY IT Services is a newly established business. As owner David Silvester works from various locations throughout the UK, the business needed an up-to-date VoIP system with low call costs, flexibility and without the need for any on-site hardware. Being a new business, QWERTY IT wanted to project a professional appearance to its potential customers right from the start of the relationship.

The company chose CloudCall because its cutting edge software is continually enhanced to provide the functionality that users need. Having the ability to acquire multiple phone numbers, the use of a physical phone or a softphone, access to the SYNETY Portal and the extremely low call costs were attractive features that ultimately encouraged QWERTY IT Services to implement CloudCall.

### The Business Benefits

Having had CloudCall for only a few months, the business has already found that its client relationship and incident handling processes have greatly improved. CloudCall has also enabled QWERTY IT to better manage its availability to its clients, helping to allocate the right amount of time to customers.

### Conclusion

David Silvester commented: "I would definitely recommend CloudCall. It is the most technologically up-to-date VoIP provider that I have come across, which is important as the whole purpose of VoIP is to really leverage modern technology. The support that was available to me was really fantastic and when you speak to the team at SYNETY, they are all very technical, which gives me confidence in the ability of the product, as well as the team supporting it."

*"Lots of small businesses I come across still use antiquated phone systems. The main disadvantages of this are that they have a lot of expensive equipment on-site, which normally needs on-going support and they often have to have expensive ISDN lines in order to support older phone systems. Every company that I speak with, I advise to move to a modern VoIP system, such as CloudCall."*

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

**Book a demo**

### The Challenge

QWERTY IT Services is a new business that needed an up-to-date VoIP system with low call costs, flexibility and without the need for any on-site hardware. QWERTY IT wanted to project a professional appearance to its potential customers right from the start of the relationship.

### The Solution

CloudCall's cutting edge software is continually enhanced to provide the functionality that users need. Having the ability to acquire multiple phone numbers, the use of a physical phone or a softphone, access to the SYNETY Portal and the extremely low call costs were attractive features for the company.

### The Results

The business has found that its client relationship and incident handling processes have greatly improved. CloudCall has also enabled QWERTY IT to better manage its availability to its clients, helping to allocate the right amount of time to customers.