

Copyright Licensing Agency (CLA)

CLA licensed to phone, thanks to Spitfire!

The Challenge

The Copyright Licensing Agency (CLA) is the reproduction rights organisation for the United Kingdom and is a member of the International Federation of Reproduction Rights Organisations (IFRRO). The organisation recently relocated to new offices in the Farringdon area of central London, and as part of the move it needed to replace its existing phone system with newer technology. Spitfire, a leading voice and data solution provider, was selected to provide a solution which would meet the CLA's telecoms needs.

The Solution

Spitfire proposed the latest Avaya IP Office phone system. This is designed for smaller businesses with between three and 360 staff members, and as a converged voice and data solution, provides customers with a choice of either an IP enabled or a pure IP strategy.

With 70 employees, the CLA found the Avaya IP Office to be an ideal solution for its needs, providing direct dial lines for some staff, but allowing calls to the main number handled by a receptionist, using an operator console. Spitfire also set up three hunt groups for the customer service, accounts and IT departments, so that calls could be answered promptly by the right staff, and voicemail was also provided for the users.

The CLA also decided to use Spitfire's line rental and call billing services. As one of only 35 CPS (Carrier Pre-Selection) operators in the UK, Spitfire has full control over its network and can ensure delivery of calls with premium quality. And as a licensed telecommunications carrier, Spitfire can also offer customers the right carrier solution for their communication needs.

A particular feature of Spitfire's call charging service is its advanced billing system. This provides customers with one consolidated bill covering all communications, including landlines, mobiles and Internet. Bills can be customised to show vital information such as breakdown by site and number, destination reporting and so on. With the ability to provide a high level of clarity, Spitfire's advanced billing system means that customers can monitor and control communication costs easily.

The Benefits

Julie Smith, Facilities Manager for the CLA commented,

"Using Spitfire means we have also benefited from reduced line rental costs and lower call charges compared to our previous supplier. We also now have a single point of contact for all our telephony needs, which is great. It means you talk to one person who knows our business and you don't get transferred between departments. We have been pleased with the service provided by Spitfire. We receive a lot of calls from our members and from potential or existing licence holders, so it's important that we provide an efficient response."



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