

SPITFIRE CONNECTS WITH KAMAZOY CUSTOMERS

KAMAZOY VIRTUAL IT DEPARTMENT

Kamazoy describes itself as a virtual IT department for its customers. In 2007, the year following the company's establishment, Kamazoy first partnered with Spitfire to provide its customers with voice and data connectivity. Technical Director, Oliver Lissimore elaborates:

"We contacted Spitfire's west-midlands office because we were installing a lot of hosted exchange servers and we needed more than just basic ADSL upload speeds. Back then Spitfire was one of the very few ISPs offering SDSL broadband with symmetric upload and download speeds and the relationship grew from there."

Spitfire's Partner Service aims to enhance the range of products and services offered by IT support companies, such as Kamazoy that want to offer voice and data network services to their customers. Spitfire strives to provide business class QoS levels and SLAs, unavailable from most ISPs that cater mainly for the domestic consumer market.

This is the key differentiator for Spitfire's ISP services and the reason why so many IT support companies including Kamazoy trust Spitfire to deliver their network connectivity for their customers. Oliver says that Kamazoy began to recommend Spitfire as its preferred ISP provider for its customer base.



Oliver Lissimore
Technical Director
Kamazoy Virtual IT
Department

"As our customers' virtual IT department we took on the responsibility of managing connectivity issues. But customers were often using consumer ISPs with whom we had no special standing so we were liaising with low-level customer service agents working from a script, which inevitably started with 'have you tried switching the router off and on' at the beginning of every call." By contrast Spitfire was able to provide a superior level of service

"Spitfire has trained and qualified tech support staff who know us as an authorised partner. They can do an immediate line test and use remote diagnostics to investigate a fault, so we can get an answer to the customer straight away even if we cannot get an instant fix."

Spitfire has recognised the special needs of the business community that are not met by price driven bargain-basement products offered by ISPs serving the consumer market, with little in the way of direct response tech support. SLAs emphasise fast fault response and sophisticated on-line fault tracking, backed with a 'Keep-Customer-Informed' policy, ensuring regular updates by phone, email or text from a Support Technician who manages issues to completion.

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In a recent survey, 90% of respondents said an issue was resolved on first-call. Oliver confirms:

“By using Spitfire we not only save time managing connectivity for our customers, but we also receive commission payments as well, so there is less hassle and an additional revenue stream”

With the convergence of voice and data networks and the development of hosted telephony, Kamazoy found that Spitfire could meet its customers’ needs.

“We looked at other hosted telephony solutions, but compared to Spitfire’s SIP Communicator™ hosted platform they were complex and difficult to configure. SIP Communicator™ offers ‘plug and play’ simplicity with the customer up and running in a couple of hours. Almost all our customers use SIP Communicator™ for their telephony running over Spitfire’s SIP trunks.”

Spitfire’s SIP Communicator™ hosted telephony offers some significant advantages over rival services.

As a leading business ISP and Internet Telephony Service Provider, Spitfire’s channel partners benefit because SIP Communicator™ provides quality of service and cost advantages not offered by other VoIP service providers.

As an ISP Spitfire can guarantee end to end quality of service when the solution is deployed on suitable products from a range of available options. providing direct connection between the customer’s premises and Spitfire’s core network over the UK’s widest range of competitively priced, voice approved broadband or Ethernet circuits.



“With SIP Communicator™ there is one point of call for the platform and the circuits, which makes support so much easier for us.”

Oliver continues, “Spitfire provides excellent training courses for all their products, including SIP Communicator™, so we can configure and make changes to a customer’s SIP Communicator™ setup, allowing us to include this service as part of their retainer package with us. Once again it’s another revenue generator for us, whereas trying to help clients with legacy on-premise phone systems is challenging and not something we can really assist with except to act as a liaison with their original phone system supplier.” Overall Oliver has found the decade long relationship with Spitfire to be very positive.

“All Spitfire staff are highly qualified and very professional. Our account manager keeps us informed of the latest developments in what is now a very dynamic market. It’s been an excellent relationship for us.”



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