

SPITFIRE ADDS VALUE WITH VOIP SOLUTIONS TO CHARTERED CERTIFIED ACCOUNTANTS

ALEXANDER JAMES
& CO

Founded back in 1991, Alexander James & Company Ltd is firmly established in the Thames Ditton area. As chartered certified accountants, this independent firm has grown to service a wide range of clients, large and small, covering most business sectors and located across the UK.

The last 18 months have more or less been a reflection of what has happened elsewhere in the country with the hybrid model coming into play. Andrew Nicholson, director and co-owner at Alexander James, points to technology as an enabler for keeping things moving along during the pandemic, with video calls becoming a mainstay of working practice. A far cry from the days of the old analog telephone system which the firm had relied on since 1997.

Challenge

At the start of the year, a series of power cuts effectively rendered the old analog telephone system useless. The temporary fix of switching calls to the office fax line was only a sticking plaster and Andrew knew it was time for an upgrade.

“We accepted that we would now have to look at a Voice over IP (VoIP) system”



“We’d considered at it a couple of times before, but it had seemed an expensive option, with long contracts. I spoke to our existing supplier for a proposal but being a good accountant, I wanted a comparison and so I turned to a company which I had heard on the radio, Spitfire Network Services.”

Solution

With two proposals to consider, Andrew found the technical detail somewhat overwhelming and so turned to Alexander James’ IT support company for further assistance and guidance. Coincidentally, they were already looking at Spitfire as a supply partner and well down the road with their due diligence. This, coupled with Andrew’s cost-benefit analysis, put Spitfire in the driving seat with respect to their VoIP proposal.

“It’s not an easy decision to make when you’re a small business like us that relies upon things like telecoms.”

To move from one supplier to another is quite a big leap of faith and the guys that we’ve dealt with at Spitfire have been very, very helpful.”

Robert (Spitfire Account Manager) answered all of my questions with patience and insight, allowing us to reach the best solution for the firm’s needs”.

Innovative • Flexible • Reliable • Supportive • Cost Effective



Things didn't grind to a halt once the final order was confirmed. Spitfire's implementation team then took over to ensure that the chosen solution was practical for the firm's day-to-day needs.

"It's such a complex system and any organisation that invests in VoIP effectively has to start from scratch - there's a load of bells and whistles available in any VoIP proposal. How on earth could we make it work for us as a single office accountancy practice? We needn't have worried as Richard from Spitfire's Provisioning Team talked us through everything. How did we work? What did we actually do day-to-day? How did we use our phone system? Then as with all of the best solutions he simplified and proposed an implementation plan."

Outcome

Andrew and his business partner were very pleased with the configuration of the system, made possible by Spitfire's insight and suggestions. The installed system works for Alexander James on a practical level, without over complicating matters.

- Set up Do Not Disturb functionality - critical for senior management.
- Programming the system so that only the main switchboard number is ever seen. Even if staff dial out from a DDI extension, a corporate identity is maintained.
- Groundwire App - mobile SIP Client capable of replacing users' desktop phone on their smartphone and linking to their contacts list.

"Our telephone system is now effectively portable. With our adopted hybrid working model every member of staff can work from home, but effectively they have a desktop telephone with them as well as a desktop computer."



"It's just amazing, we now have a functioning office wherever we decide to work and now enjoy incredible call quality to boot. Absolutely amazing. The clarity of calls blew us all away. It makes such a huge difference when you're speaking with your clients."

"At the end of the day, Spitfire has ensured that everything runs smoothly, and I don't have to worry about anything. As a director and co-owner of the firm, I get great peace of mind. It is mission critical for our firm to have telecoms sorted - we simply cannot be without telephone contact. Spitfire has provided us with a solution that is fit for purpose in a post-pandemic world. We're really pleased we made that move."

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