

# Bestford and Company LLP

## Improving communication through Alcatel-Lucent Enterprise's revolutionary cloud-based UCaaS platform

“We started using the Rainbow UCaaS platform back in July 2019 and not only are we seeing a reduction in costs, we have also increased productivity due to the additional services that Rainbow offers.”

Simon Bestford, Partner at Bestford and Company LLP

Established in 1981, Bestford and Company LLP is an independent, family run business based in the North East of England. Specialising in commercial, personal, taxi, landlord, and travel insurance, their aim is to be the most respected insurance brokerage firm in the North East of England. They aim to achieve this by offering a level of personal service to their customers that sets them apart from other national insurance brokers.

### CHALLENGES

Some of the challenges faced by Bestford and Company LLP whilst seeking out a technology solution, was finding one that would help them enhance the services they offered their customers. The solution needed to facilitate more efficient communication as well as catering to the demands of an increasingly flexible and mobile workforce, but simultaneously helping them reduce costs.

For Alcatel-Lucent Enterprise business partner, Select Telecom, the main challenge was to find a solution which could accommodate the complicated network topology at the customers' offices.

### PRODUCTS AND SERVICES

Alcatel-Lucent Rainbow™ UCaaS Office Subscriptions  
Alcatel-Lucent Rainbow™ UCaaS Enterprise Subscriptions  
Alcatel-Lucent Voice Automated Attendant  
Alcatel-Lucent Call Recorder

### WHAT MADE THE DIFFERENCE?

Having been presented with several options, Bestford and Company LLP decided on ALE's Rainbow UCaaS solution as it enabled them to acquire a completely new customer engagement technology with no hefty initial capital outlays.

Boasting the ability to reduce Bestford and Company LLP's monthly call bills, enable more efficient communication between staff and customers, offer rich telephony capabilities delivered from the cloud, and include fixed mobile convergence (FMC) to provide them with one single identity, Rainbow UCaaS ticked all the boxes.

### > TECHNICAL BENEFITS

As a plug-and-play solution with constant remote assistance from ALE's dedicated support desk, the process of deploying Rainbow UCaaS was straightforward. As a result, Select Telecom successfully installed the solution in a matter of hours.

Once installed, Bestford and Company LLP immediately benefited from their new UCaaS platform and leveraged the rich telephony component, full unified communications (UC) features, and FMC capabilities that came with it.

### > FINANCIAL BENEFITS

Designed to be acquired *as-a-service*, Bestford and Company LLP did not have to make any hefty upfront financial investments to acquire their new Rainbow UCaaS platform

What's more, they also noticed a drop in their monthly call bills as traffic is included in the Rainbow UCaaS offer and is pooled across the whole company.

As a result, given how the business is growing rapidly, there will be no bill-shock if one person uses more of their quota than they are supposed to. However, if needed, Bestford and Company LLP can mix-and-match service plans so that they can be tailored to each user and can even increase or decrease the number of subscriptions they have at any one time.

### > USER EXPERIENCE BENEFITS

The Rainbow UCaaS platform has provided Bestford and Company LLP with a seamless, user-friendly experience. It offers many capabilities including instant messaging, file sharing, video conferencing, and rich wide-band audio.

Furthermore, support is always available. ALE, Select Telecom and Nuvola Distribution are readily available to efficiently address any concerns or requests Bestford and Company LLP may have in the future.

### Customer Story

MARKET: **INSURANCE**

DEAL IMPLEMENTED: **JULY 2019**

COUNTRY: **UNITED KINGDOM**

NUMBER OF USERS: **10**

COMPANY:

**BESTFORD AND COMPANY  
LLP**