

Specialist short-break provider adopts IP telephony to support rapid growth

Coventry, UK, 17th May 2005 - **Chillisauce**, the short break, group activity and adventure specialist, based in central London's Carnaby Street has installed an IP based telephony solution from Swyx to improve response handling, reduce costs and meet the needs of the company's fast expanding customer base.

Established in 2001, Chillisauce has tripled its turnover every year and has needed to move offices several times during this period. The company therefore recognised they needed to embrace the latest communications technologies that could not only offer fast and efficient call handling, but had the flexibility to be 'moved' across to new premises in the future.

Commenting on the selection of Swyx, Commercial Director at Chillisauce, Will Bicknell said, "After reviewing a range of IP products, we chose the Swyx system because it offered the full suite of features the company needed for an all-inclusive price. The simplicity of its technology also allowed the company's technical staff to undertake much of its own bespoke configuration and up-grades, delivering considerable savings and operational flexibility".

The new system allows Chillisauce to put new members of staff 'on-line' with voice and data connections in minutes and also enables them to

programme the system so that the various telephone numbers used in the company's marketing campaigns are routed to the correct department, and over-flow calls defaulted to other extensions according to pre-set rules.

In addition, Swyx's in-built call recording function has helped to resolve customer and supplier disputes, and therefore minimised the amount of 'good will' payments, which may otherwise have been made to customers who had reason to query discrepancies in service. "This has proved an enormous benefit to our business," says Bicknell, "It is very important for us to be able to access what was said because customers can sometimes have very poor memories and suppliers have the tendency to overlook certain points of detail in our bookings".

Swyxware is a windows software based system and Chillisauce expects to begin integrating it with other travel CRM based systems to support its drive to offer European destination breaks in the future. In the short-term they also intend to integrate it with Microsoft Outlook, which will then provide click-to-call dialling from the Outlook address book.

Bicknell concluded, "By using Swyx, we are not tied down by dedicated voice cabling, hardware and expensive maintenance and support contracts. This makes our business extremely agile and responsive and has been a major contributor to our impressive growth."

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Editor's notes:

About Swyx

Swyx was founded in April 1999 to develop and sell an IP-based telephony solution. Launched in summer 2000, "SwyxWare" the software-based IP-PBX now supports Microsoft® Windows® Server 2003. From a standing start SwyxWare has been installed in over 4000 sites ranging from 5 to 550 extensions in Europe to provide cost-effective competitive advantage through more powerful, easier to use and cost-effective telephony solutions. SwyxWare has undergone testing by several independent groups and journalists with excellent results. Larger companies turning to the benefits of converging voice and data solutions have recognised that the future of telephony lies within the convergence of networks and applications, all of which are already available with SwyxWare. Today, more than 400 trained and authorised resellers in Europe sell SwyxWare. These resellers consult and sell SwyxWare to SMEs with up to 500 or more employees.

About Chillisauce

Chillisauce was established in 2001 with an initial team of three and has tripled its turnover every year. Now employing 25 staff the company offers a selection of over 150 activities from abseiling to yacht sailing and will arrange holidays for over 40,000 customers in 2005. The company arranges every detail on behalf of its customers including transportation and accommodation and even specifies meals for individual group members with dietary conditions. Chillisauce is a fast paced and changing, 24/7 business that depends critically on its communication technology.

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