



Deepbridge is a Chester-based company specialising in tax efficient investments. In September 2015, the company made the decision to move from serviced offices to having its own dedicated office space on Chester Business Park, subsequently signing a 10-year lease.



The Situation

The new offices required a complete refit and contained no IT or telephony systems. Deepbridge made enquiries locally for a telephony expert and were directed to Townley. A Telecoms and Data connectivity solution was required prior to the Deepbridge team moving in.

Deepbridge has a long standing relationship with Llay based company MWL systems for the supply and support of their IT systems. MWL systems do not offer telephony services, so Deepbridge approached Townley. Townley was able to liaise directly with MWL to understand Deepbridge's IT infrastructure and the configuration requirements for any new solution. This relationship was developed to ensure a smooth delivery and integration with the current IT infrastructure.

The Solution

The team at Townley provided Deepbridge with telephony solution, MiVoice Office 250, with the aim to simplify communications, enhance customer service, improve employee productivity and reduce overall telephony costs. The solution has provided Deepbridge with significant improvements in the way they work, greatly benefitting their staff with benefits such as unified voice messaging, automatic call distribution and a fully integrated voice mail system – to name a few.

Townley also worked with Deepbridge's existing Mitel phones, providing a solution which supported existing hardware. Townley were professional at all times and helped Deepbridge configure the third party kit that was sourced separately.

Full hands-on training was provided for the Deepbridge team to run through the full functionality and capabilities of their existing hardware and the MiVoice Office 250.

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The team are all very honest and always had our best interests at heart, providing the best solution and the best value for money.

Tony Lyons, Project Manager

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Deepbridge Capital LLP

Case Study

In addition, Townley implemented a call recording function for Deepbridge to help comply with the Financial Conduct Authority compliance recommendations, as well as a Voice to Email solution. For the data connectivity requirements, a broadband and leased line was provided and the leased line was supported by an ADSL backup connection in case the leased lines ever failed. This ensured a constant and stable connection was in place, making sure Deepbridge is always connected to the outside world.

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To this day, Townley remains very flexible. Their support is great and they always react very quickly. As it was the first year with lots of ‘firsts’, Townley provided great training and support.

Tony Lyons, Project Manager

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To save any downtime, the router installation, configuration and testing along with any updates were all done overnight, ensuring no disruption to Deepbridge. “Throughout the whole installation, we never had to chase Townley. They were always on the front foot, very proactive and there was never any delay. In addition we found the help desk that supports our phone system extremely helpful with any faults or issues fixed with minutes – excellent service.”

The Result

Townley’s aim was to ensure Deepbridge was getting the most of their current phone system, Telecoms and Data connections and they went above and beyond to do so. Since moving to the new office, Deepbridge has seen a significant improvement in the way that they work. They feel that they have now given their staff the environment to do their job better than they could before.

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We’ll continue to work with Townley. If there’s opportunity to work with them in the future, we’d be more than happy to engage with them. They’re very honest and always had our best interests at heart, providing the best solution and the best value for money.

Tony Lyons, Project Manager

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Townley encouraged Deepbridge to make their business more personal by utilising functions available to them such as one-touch-dial, phone manager software and personal messages. They have also benefited from an overall improved control over their Telecoms, along with the introduction of call recording, which they didn’t have previously.