



# Keilor U Hire: Building strong foundations with OBC West

# OBC West business solutions for Keilor U Hire

**Company** Keilor U Hire

**Industry** Construction

**Product** PABX

**State** Victoria

## **Business need**

Running a tight ship, the business needed to route calls efficiently to users without the need for a receptionist. They also required mobile handsets so that calls could be answered wherever they were on the premises.

**Solution** NEC SL1100

## **Business benefits**

Cost effective PABX solution that gave them 'big business' presence and optimum customer service.

Small businesses are often built through repeat customers and referrals. Keilor U Hire is no exception. In the competitive market of construction equipment hire, they have managed to clock up 22 years in the game due to good customer service and have sites in both Keilor and Melton.

Wayne Giles, Manager of the Keilor business, says that their communication systems are fundamental to business growth - 'We survive on the phone. All our bookings come through the phones. We couldn't operate without them.'

Wayne was looking for a solution to replace his 10 year old PABX to a newer model with increased functionality. He also wanted to save money: 'Things are tight at the moment so we try to save as much as we can'.

The phone system that Wayne selected was an NEC SL 1100. He has 9 handsets consisting of both PABX and DECT Wireless models and the system has a number of functions that benefit his business. Neither site has a receptionist so the system can route calls to the right person without the need for a receptionist to put calls through. DECT wireless handsets are useful when staff move around the premises. The Night mode service attends to calls when the business is closed, which results in increased sales.

Wayne made the decision to rent the phone system over 3 years. 'We did a bill comparison with a number of different companies to work out how much we could save. We have a better system now and it's cheaper. Our bill comparison showed that we were saving about \$1000 a year. With renting, we didn't have to pay the initial outlay, so its better for the bottom line'.

When customers are at the forefront of your business, it's important that your communication services enable you to provide great customer service while making it easier to get on with running your business.

For more information

Call us on **1300 464 442**

Or visit [yesoptusbusinesscentre.com.au](http://yesoptusbusinesscentre.com.au)