



> A SCALABLE SOLUTION FOR GROWING EVENT PRODUCTION COMPANY

NORTEL



Case Study

Peppermint Events

“Nortel’s technology seemed to offer all the features we needed; a voice mail service and ability to add more extensions if needed. A feature we were particularly keen on was the auto attendant, as it enables us to route calls to the right people both in and out of the office, eliminating the need to transfer calls and take messages.”

> **Adam Hempenstall,**
Director,
Peppermint Events

The scenario

Peppermint Events provides bespoke design and production for events of all sizes, encompassing those outdoor, private and corporate, consultancy and bar management.

The nature of Peppermint Events’ business means that seasonal demands can cause employee numbers to increase at certain times of the year. The company currently has four permanent members of staff but in the summer months the team can grow to 25 or 30 in total. The work itself means that employees can be in and out of the office on a regular basis and running a large team with numerous events means its customers need to get through to the right person quickly and efficiently.

Peppermint Events previously shared its office with sister company Mint Group, but, due to growth of the business, decided to relocate to its own premises. The company therefore required a telephony system, one with scalability - to increase and decrease users as and when necessary - accompanied by effective call routing.

“We wanted a simple solution that reflected the needs of our business, whether this was the ability to add additional people to the system, move people around the office without having to rewire everything or to connect customers to staff. All these elements are imperative,” said Adam Hempenstall, director, Peppermint Events.

“It would be very difficult for our business to function without the system; our biggest return on investment is efficiency - saving 13 hours a week by not having to answer other people’s phones and take messages.”

➤ **Adam Hempenstall,**
Director,
Peppermint Events



The solution

Nortel’s partner Datasharp recommended a solution based on digital technology, but to ensure Peppermint Events chose the best and most appropriate system Adam conducted extensive research. Positive feedback from third party reviews and other companies already using the Nortel Business Communications Manager 50 (BCM 50) was very impressive and combined with Peppermint Events’ previous good experience of using a Nortel system; made the BCM 50 the most obvious choice.

The BCM 50 is preloaded with over 200 features that can be activated by using a simple key code. Peppermint Events chose initially to activate voice messaging, auto attendant and the conference support features to support its immediate business needs. The Nortel solution delivers:

Improved customer service – customers are routed through to the correct person quickly and efficiently without being transferred to a number of different people before reaching the desired contact

Increased efficiency – features such as voice messaging and call routing enable staff to focus on the job in hand, as messages can be left for specific individuals or calls can be taken by other members of the team

Improved flexibility – the capability to add other features using a simple keycode provides advanced functionality in the future

Scalability – the ability to increase the number of users means the solution grows with the business

The results

The deployment of the Nortel BCM 50 was carried out quickly and efficiently in one morning.

“Datasharp took time to understand how we wanted the system set up, trained employees on how to use the system and explained the different features available to support us on a day to day basis and achieve the maximum productivity.” explained Adam.

Peppermint Events now has a solid communications platform in place enabling the company to conduct its business effectively and professionally. “The phone system helps to give a professional image to the business, which is difficult to portray sometimes as a small business. When dealing with big corporate companies, image is everything,” says Adam.

In addition, the company will have the ability to deploy more advanced communications applications by unlocking more features, such as voice over IP and unified messaging as and when it needs them.

Peppermint Events is confident that it has made a cost effective choice, demonstrating immediate and ongoing savings in more than one way. The company now has low maintenance costs, its staff are more productive and efficient and the flexibility and scalability means ICT spend will be minimal.

Nortel is a recognised leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world’s most critical information. Serving both service provider and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, voice over IP, multimedia services and applications, and wireless broadband designed to help people solve the world’s greatest challenges. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at www.nortel.com

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