

## Case Study

### The Live Lounge – Broadband, managed wifi & VoIP

The Live Lounge commissioned Blend to provide its venue and team with rocket fast Wi-Fi, improved internet coverage both inside and outside the building, and a dedicated firewall to ensure safe internet browsing. Blend also helped Live Lounge make the switch to VoIP and install an auto attendant phone line.



The Live Lounge is a popular music venue, bar, and restaurant in the heart of Cardiff's City Centre. However, similar to the issues that many central locations face, The Live Lounge had slow internet connectivity, poor Wi-Fi coverage around the building, as well as only one dedicated telephone line throughout the whole venue which caused difficulty in reaching the appropriate department for any queries.

Blend Telecom's expert team understood the Live Lounge's business needs and provided them with cost-effective solutions for their broadband and landline problems. Blend provided the Live Lounge with speedy internet connectivity that both staff and customers could benefit from - an increase from 3Mbps to 200Mbps download speeds.

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Blend also worked closely with the venue to ensure improved Wi-Fi coverage by installing a managed Wi-Fi offering with new access points across the whole building. Now, both customers and staff are able to access super-fast connectivity both inside and outside the building. Customers are also greeted with a dedicated landing page that the Live Lounge are able to control to decrease any data hogging services. Blend also assisted the Live Lounge in installing a firewall to ensure that internet browsing is kept to appropriate levels and that customers stay safe online while using its network.

With the help of Blend's expertise, the Live Lounge also made the switch to VoIP (a cloud-based phone service) alongside the installation of an auto attendant phone line to drastically reduce the expensive costs of traditional landlines and improve customer service. Through an auto attendant, all calls were now sent to the relevant department or individual to quickly answer customer queries. By providing the team with cordless handsets, internal calls can now be made for more efficient service, for example, from bar to kitchen. The handsets and improved phone lines also allow for calls to be made anywhere, for example, when making stock checks in the cellar or quick calls to suppliers in the kitchen.

Blend provided the Live Lounge staff with an easy-to-use mobile app for accessing missed calls and voicemails to ensure that no customer calls were left unanswered. Through the voicemail to email feature, Live Lounge staff are sent a copy of any voicemails left can be accessed by staff from their smartphones, tablets, PCs or Macs.

### Project Specifications



Cost savings



Faster broadband



Local account management



Guest wifi



Voicemail to email



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