

# Case Study

## Birch Hire – Pocket Landline

Birch Hire wanted to take advantage of Blend Telecom's 'landline in your pocket' capability in order to create efficiencies within the business and save money on diversion fees.



“Fantastic and knowledgeable service from the team at Blend Telecom. They really understood my business and quickly recommended a solution that has saved a lot of money. The transition from BT was seamless and its great to have a friendly voice for any questions on bills and features.”

**- GEORGE BIRCH  
PROPRIETOR**

Birch Hire is owned and operated by sole trader George Birch, supplying vehicle rentals to customers across North Wales.

Similar to most sole traders, George needs a landline number to show customers that his business is local to his customers, which a mobile number simply can't do. As with most busy self-employed people, sitting in an office to take calls isn't possible, so the popular solution is to divert the office line to a mobile when out and about. Sadly this option can be extremely costly as you end up paying a diversion fee for all incoming calls.

After an initial consultation, Blend Telecom recommended that George move his local landline number to EE's cloud and pay a simple flat fee of £10 per month on top of his existing EE contract. EE's pocket landline doesn't charge diversion fees, meaning a saving of £1000 a year which is a great welcome to any small business. Pocket landline also gives George greater control of his calls by having a greeting message when users call, voicemail that emails him a copy of the message and out of hours schedules to stop the phone ringing late at night.

Upgrading the EE small business contract to Blend Telecom also means George now has one bill and point of contact for all telecoms.

## Project Specifications



Pocket landlines



Cost savings



Local account management



Rugged handsets



Voicemail to email



Scheduling