



CASE STUDY

IMSM

IMSM Limited are leading ISO specialists delivering high quality ISO consultancy services and standards to organisations of all sizes, from all sectors, all over the world. IMSM work toward a goal: to consistently deliver world class ISO consultation to their clients.



The Challenge

IMSM Limited operate internationally in a number of different countries. They were seeking a solution from X-on that would allow them to present a local phone number on their international websites, which are key to sales lead generation. It was also essential that calls could be diverted to an available branch, ensuring incoming calls could be answered 24/7.



The Solution

X-on provided IMSM Limited with local geographic telephone lines for all IMSM international websites. When one IMSM branch closes, incoming calls are automatically forwarded to an alternative available branch ensuring there are no missed calls.

Whisper Messages also provide the agent with details on which phone number was dialled by the caller, ensuring the call can be answered with the correct information.



IMSM Says

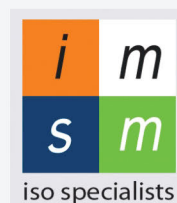
"Not everyone's enquiry can be jotted down into a contact form, sometimes the user may want to speak to a human being. X-on's service allows us to gain up to 20-30% in extra conversions through our Google AdWords strategy."

"A simple to use GUI along with super-reliable automation means that it is something we can set up, deploy and not have to worry about constantly, unlike some other solutions out there."

"The service X-on provide is brilliant, you can call your Account Manager for anything you may need and they are always ready to help! X-on provide a personal approach. Some other providers leave you on your own throughout the purchasing process; with X-on we were supported through the whole process."

"We have never had any service issues, and when we call to get something actioned, it gets done without any hesitation."

Louis Lobban
Digital Marketing Expert
IMSM
imsm.com



Contact Centre

Handling inbound and outbound traffic, from a single location or at a multi-departmental, multi-site or multi-country level.

- High capacity intelligent routing
- Inbound/outbound call blending
- Secure SIP option
- Real-time call management
- PCI compliant card payments
- Secure call recording
- Custom CRM integration

X-on Cloud Telecoms

X-on are providers of secure, flexible and cost effective communications for the Healthcare sector. We have decades of experience designing and implementing innovative and reliable hosted telecoms systems where data security is paramount.

X-on services are continually improved to meet customer communication needs, delivering simplicity of operation and integration with desktop systems.

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