

## Case Studies - SOHO



### Company:

Susi Amir operates a small boutique that specialises in home furnishings from south east Asia. With four shop employees, a delivery service and a transient owner/manager, Rumah's daily functioning involves many phone calls in and out of the office.

Susi is often away and if not working at home she's travelling to international trade fairs or Indonesia on buying trips racking up large long distance bills on the way.



"I love this new service. My contacts are well organised and I can keep in touch with who I need to regardless of where I am on the planet!"

Susi Amir, Owner, Rumah Inc.

### Goal:

- Cut costs to phone bills
- Ease communications for a mobile worker

### Solution:

Primus outfitted Rumah with three VoIP phone lines: two in the shop and one in Amir's home office - a simple set up that also saves money.

When the delivery men are out on jobs, calls are diverted to their mobiles - so customers and store staff can reach them for any instruction, simplifying communications for everyone.

When Amir goes away on business she brings along her VoIP adapter (ATA) which can be plugged into any Ethernet connection. Now whether she's in a hotel in Indonesia or Texas she can make free calls to her staff.

When out and about dealing with suppliers and clientele - Susi can easily divert calls to her mobile from the Business Portal website or her laptop. Voicemails are also sent to her email address in WAV file format so she can listen to them on a computer without calling in.

With Selective Divert - she can make sure any clients back in London get transferred to the office line, and calls from important customers and clients are sent to her mobile.