



The Challenge

When Howard Worth decided to move offices, they were presented with a variety of challenges which Concert helped them to manage.

Not only was there a tight schedule to be kept to, but they also wanted their existing phone numbers to remain active throughout the process.

In addition to the move they were revamping their marketing and wanted to launch a new memorable 'Golden Number'. They also needed access to call statistics to monitor activity levels and track the success of their marketing campaigns.

It was also essential that the system provided was disaster-proof, so calls could be easily re-routed to their other office in the event of an emergency or a planned outage.

Concert's challenge was to eliminate any disruption during the move, allowing business to carry on as normal while implementing the required changes.

The Requirement

- For existing customers to be able to reach them on their existing numbers throughout the office move.
- Launch a new 'Golden Number' which is easy for customers to remember.
- An ability to track activity levels and measure the success of marketing campaigns via call statistics – incoming and outgoing.
- Built in disaster recovery to ensure business as usual at all times.

The Solution

Concert were able to use their close relationship with Openreach, built up over the years, to ensure that all deadlines were met and the move was as painless as possible.

Concert supplied a new memorable number for Howard Worth: 01606 369 000, and also provided them with a range of 40 sequential numbers for use on specific campaigns.

Built-in business continuity ensures that calls can be easily redirected in the event of an emergency or a planned outage.

In addition, a web-based portal enables Howard Worth to monitor calls – helping managers make decisions about staffing levels and review marketing campaign response rates.



HOWARD WORTH
CHARTERED ACCOUNTANTS & BUSINESS ADVISERS

Howard Worth is a leading North West accountancy practice employing 76 people at offices in Northwich and Nantwich.

Formed in 1953, the company recently relocated their Northwich branch to a new state of the art building and launched a new marketing drive - which is where Concert came in.



Concert continue to provide us with first rate service and support. We have a great working relationship with them and it's nice to know that when we call, the staff will take personal responsibility for resolving any queries or issue we may have. We would have no hesitation in recommending their services.

Andrew Hague,
Partner, Howard Worth



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