



Osborne Heath



Case Study



Osborne Heath Estate Agents Overview

Back in 2015 James Niknejad started his Estate Agency business in rented office space based in Sunninghill near Ascot. A friend recommended that he talk with iCS and he was promptly supplied with two cloud based hosted handsets, a good telephone number and fast broadband.

Voted the Rightmove top estate agent in Ascot for the fourth year in 2020 James has now expanded his successful business to other branches which have all been supplied with a hosted telecoms solution from iCS.

James elaborates, "We were let down on a shop we were about to move into so ended up taking some space in an office on the high street. iCS managed all the telecoms there, so it made sense for them to set us up with new lines. When we moved into our new premises there was only one choice. iCS had been so good, there was no reason to go anywhere else for our telecoms."

“”

'When we moved into our new premises there was only one choice. iCS had been so good, there was no reason to go anywhere else for our telecoms'.

**James Niknejad,
Osborne Heath Estate Agents**



Case Study

The Solution

By offering James a hosted system on a flexible monthly rolling contract, iCS enabled his business to stay nimble in the early days of trading. After 18 months this system was replaced with a 'higher spec' Telecloud product offering increased functionality.

This means James and his team can use the soft and mobile applications to call customers as if they were in the office between viewings, and transfer calls to sales agents on their mobiles saving time and improving efficiency.

The system proved invaluable during disruptions from COVID as they managed to operate seamlessly from home and still take instructions and arrange viewings. On top of this customers are provided with a single branch number meaning they receive the highest levels of service.

James explains "We're a busy company and don't have the time, or knowledge, to look into what systems would be best for us. Instead, we tell iCS what we need to achieve, and they sort it. In fact, we don't have much day-to-day contact with them because all it takes is one email and the job gets done."

The Result

The new system has given James and his team increased efficiency, extra functionality, and lower monthly recurring cost. Users can make calls from the office or remotely on desk based or mobile phones and customers will only ever see one business number.

Calls can also be queued at busy times and key staff are always contactable using the mobile phones and mobile twinning. All calls are also now recorded in the background and held for a 90 day period to help with customer service.

James has been delighted with the results and comments "It was iCS that recommended a system that allowed us to work remotely – and what a bonus that turned out to be. Lockdown would have been a complete nightmare for us without it. I honestly wouldn't change a thing about them."



'I honestly wouldn't change a thing about them.'

**James Niknejad,
Osborne Heath Estate Agents**



About iCS Communications

iCS is an independent supplier of business telecoms and network infrastructure solutions to help clients improve operational effectiveness, cost management and customer service. We are technical experts and trusted advisors with more than three decades experience.