

## CASE STUDY

# WORLDS END STUDIOS

Modernising legacy telephony with 8x8's cloud-based communications platform to improve customer service, scalability and business continuity.



 Britannic

## Britannic Transforms Worlds End Studios Customer Experience

Worlds End Studios, founded in 1976, is a leading service business centre supporting over 150 creative, innovative, and independent companies. Located in the vibrant Chelsea area of London, it provides an outdoor oasis and luxurious indoor workspaces where individuals can be creative, think clearly, and connect with others.

The company provides a comprehensive range of services tailored to support each business's growth, ensuring they have the resources and infrastructure needed to project a professional image to succeed. They pride themselves on delivering a superior personalised customer experience, so businesses don't have to worry about their daily operations. Worlds End Studios ensures its operations run seamlessly in the background while clients can focus on growing their business.

## Going Digital

The company had an ageing PBX telephone system on-site that was no longer supported by the manufacturer and was proving costly and cumbersome to maintain. It also hindered wider IT upgrades and increased concerns about scalability and reliability. However, Britannic agreed to support it until it was updated.



We answer calls for customers using their company name to maintain their brand presence, take messages, and then forward the details via email or directly transfer the call to a mobile or landline if the contact is unavailable. This way, clients always have a friendly voice to speak to rather than an automated response. Providing outstanding and seamless service to our clients is of paramount importance, and we knew we needed to modernise our telephone system to advance the business and offer the latest digital services. However, our needs are more complex than most, with the added requirement for two-way call routing between us and our clients' businesses.

Britannic patiently supported the existing telephony until we were ready to upgrade, which gave them time to gather an in-depth understanding of our infrastructure and business in advance so they knew the detailed requirements required.

**Scarlett Rattray,**  
Managing Director of Worlds End Studios

## Up For A Challenge

Britannic worked closely with Worlds End Studios during this period, using a methodical approach to identify their pain points, understand the operational problems, and determine the objectives they wanted to achieve with the new solution. The technical challenges were both intricate and complex because many vendors' telephony systems can't handle answering calls for different companies, identifying every caller and user, and notifying the receptionist from a database of the company's name. Very few companies offer this complex call routing functionality.

Worlds End Studios worked with an independent consultant to find a solution for the receptionist Ncall console to integrate with the 8x8 cloud telephony platform recommended by Britannic. This alleviated Scarlett and her team from the burden of finding a supplier and project-managed the entire procurement process and the pitch to select the most suitable vendor.

Britannic ensured that the console from Nsolve integrated seamlessly with the 8x8 cloud solution so it was multi-tenanted for Worlds End Studios individual clients with multiple users. The Ncall console provides a software that the receptionist uses to identify the incoming calls from the database and integrates with the 8x8 system, so they know who they are answering the calls for. It also has a directory of people that they can click on and dial someone in the building.

## Reaping the Benefits of Digital Transformation

Britannic supplied the 8x8 cloud telephone system and the handsets to Worlds End Studios employees and their clients presenting them with the use of the phone for two-way calls and to access the latest functionalities. Clients reported they are very pleased with the new modern handsets and like the voicemail via email feature and that they can log in and inform reception they have gone out for lunch.

The next roll out is for the soft-phones so all clients can access telephony on their mobiles and laptops. Clients don't have to hand out their personal mobile numbers because their clients can contact them on their DDI and vice versa; this is particularly advantageous in the age of scam calls. They can also build their own directories.

Now Worlds End Studios has a modern hosted IP telephony solution and their IT servers can be seamlessly updated. The company is potentially looking to bring their telephony and IT under Britannic so they have one supplier for ease and reassurance.

They have not only modernised their telephony and future-proofed the business, but they can also now provide the latest digital services and functionalities to their clients, enabling them to thrive and stay one step ahead of their competitors.

Worlds End Studios now has a robust and reliable telephony system that can scale to meet clients' needs, whether they are increasing or decreasing capacity. Another major benefit is that if the system fails, they have a failover in place. This strengthens their business continuity and benefits their clients, so that should a disaster occur, the business can continue as usual.



## A Trusted Partner

Britannic takes the time to not only work closely with customers but to fully understand their business and requirements, ensuring the technology is successful and reaps the benefits intended.

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**WE ARE VERY IMPRESSED WITH BRITANNIC, THEY ARE VERY PROFESSIONAL, CONTINUALLY MAKING SUGGESTIONS ON OUR TECHNOLOGY ROADMAP AND SETTING UP MEETINGS WITH SUPPLIERS AND REDUCING OUR WORKLOAD BY ORGANISING IT ALL, IT WAS A TREMENDOUS HELP TO ME. THE PROJECT MANAGER WAS OUTSTANDING, INFORMING EVERYONE IF THEY WERE ON TRACK OR NOT.**

**WHEN WE UPDATED THE PHONE SYSTEM, IT WAS IMPORTANT TO MINIMISE DISRUPTION, AS WE WANT TO PROVIDE A SEAMLESS SERVICE FOR OUR CLIENTS. FORTUNATELY, THEY DIDN'T EXPERIENCE MUCH AT ALL, AND OVERALL THEY WERE EXTREMELY SATISFIED WITH THE TELEPHONY UPDATE.**

**THEIR TECHNICAL EXPERTISE IS SECOND TO NONE AND I WAS FLABBERGASTED AT THE SKILLS AND KNOWLEDGE OF THEIR TELEPHONE ENGINEER, WHO WAS SO CAREFUL WITH THE DETAILS THAT THERE WERE NO ERRORS ON OVER 100 LINES AND SETS. AMAZING – A GOLD STAR TO HIM. THE ENTIRE TEAM FROM THE PROJECT MANAGER, ENGINEER AND ACCOUNT MANAGER MADE IT A SUCCESS.**

**Scarlett Rattray,**  
Managing Director of Worlds End Studios

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