

CASE STUDY

URBAN BLISS

elitegroup

TECHNOLOGY | COMMUNICATIONS | SERVICES



The **Background**

Urban Bliss is a multichannel fashion brand, based in the bustling heart of Manchester. They are a growing fashion empire with a team that works hard to bring the latest trends and catwalk looks to their customers. Urban Bliss approached Elite to find a more suitable telephone system that allowed their team to effectively communicate from anywhere.



The Challenge

As a multichannel fashion design company, Urban Bliss needed a telephony system that fit their company's needs. Firstly it would need to facilitate the team having to work from home due to Covid-19 regulations. When travelling is permitted, the telephony system would need to be capable of keeping their team connected. Finally the solution needed to be scalable and cost-effective. Their old system was

outdated and no longer fit for purpose. The system needed to be capable of keeping up to date with modern technology, agile and fitted in with the dynamic changes Urban Bliss face during this uncertain climate.

“ Due to my technology background, I immediately knew that our existing telephony system was not fit for purpose, especially during the stresses of the current pandemic. It was a high priority to support our staff and our customers with the demands of the new way of working. We needed a system that we could use onsite, on the go and from home, which we could manage ourselves, but still have support on hand. ”

VANESSA WORSLEY | DIRECTOR OF FINANCE AT URBAN BLISS

URBAN BLISS



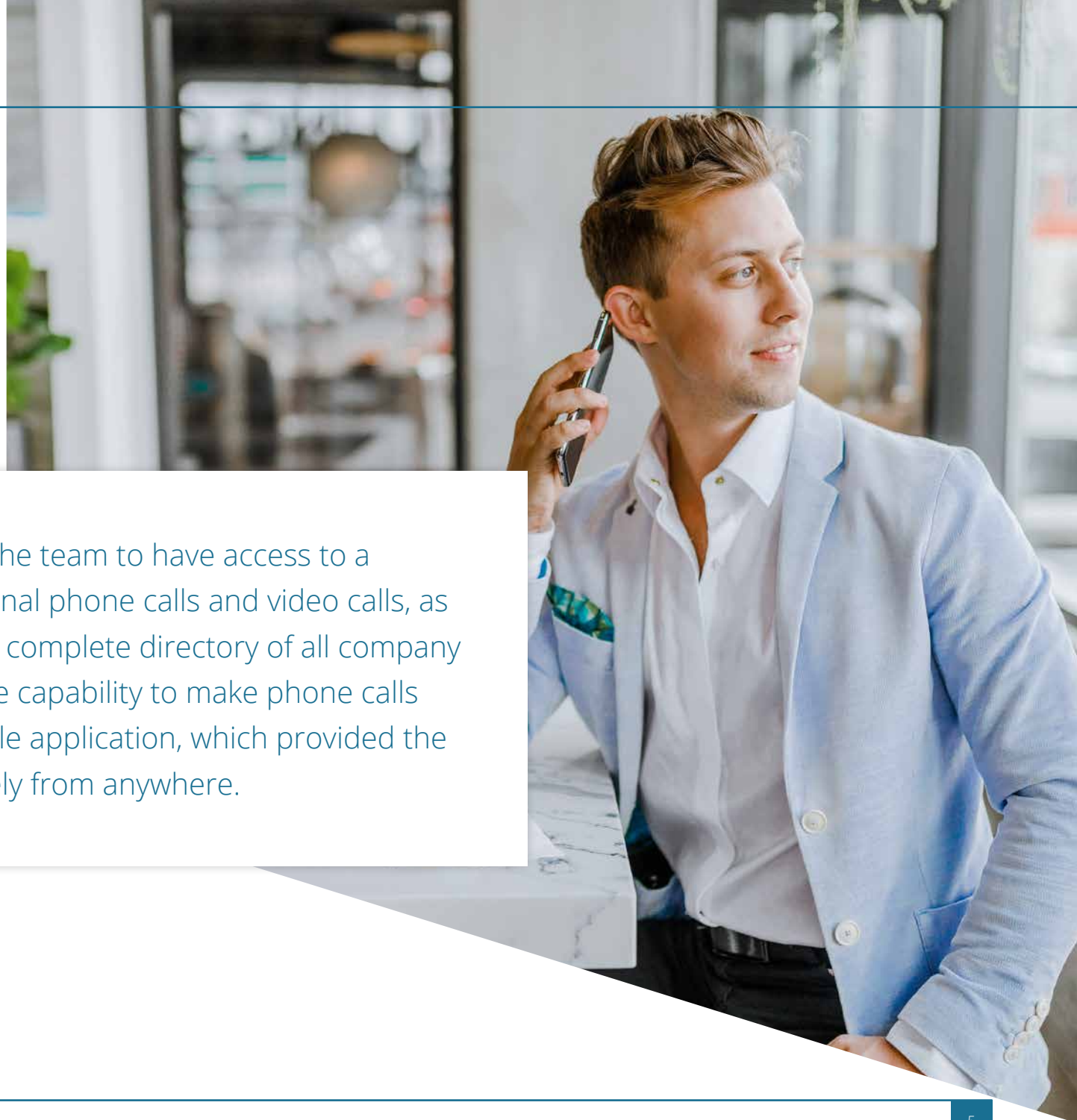


The **Solution**

Elite introduced a Horizon Collaboration solution which provided the ability to take calls on both laptops and mobile phones. The solution is managed by the ServiceNow portal, so there is no need to wait for service tickets to be logged, however there was an option for ticket logging should any problems occur with the solution. Training was provided by an Elite Engineer, so the Urban Bliss team knew how to operate the telephone system effectively.

The Result

The solution allowed everyone in the team to have access to a telephone system to make traditional phone calls and video calls, as well as send messages and have a complete directory of all company phone numbers. The team had the capability to make phone calls via mobile using the Horizon mobile application, which provided the freedom to communicate effectively from anywhere.





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