

Case Study

WiFi SPARK

South West Communications Group provides WiFi SPARK with the reliable, flexible and manageable ShoreTel IP telephony solution it needed.

WiFi SPARK in Newton Abbot, Devon, was founded in 2003 and specialises in providing secure, high performance solutions for wired or wireless Internet access.

With more than 1,000 active locations, WiFi SPARK is the fastest growing WiFi provider in the UK with its products installed in more than 50 of the UK's marinas making it the largest marina WiFi operator in Europe. WiFi SPARK also provides solutions to the NHS, hospitality, conference, sporting, leisure and retail sectors among others.

The challenge

WiFi SPARK was an existing South West Communications Group customer having invested in one of its telephone system solutions in 2006 to serve both its office-based workforce and a number of home workers. WiFi SPARK had also migrated its lines, calls and broadband connectivity to South West Communications Group to enjoy the financial and efficiency benefits of dealing with a single supplier.

In 2010, WiFi SPARK decided to swap its telephone system for an Asterisk model but turned to South West Communications Group once again in 2012 when they began to experience problems with it and the system proved cumbersome and difficult to administer.

WiFi SPARK was keen to see what other telephone products were available that would be both easy to administer and would accommodate the needs of its remote workers.

It also wanted to integrate its new telephony solution with its existing CRM software to use screen-popping and click-to-dial features to improve its communication with its clients.

The solution

South West Communications Group installed a ShoreTel Small Business Edition telephony solution to give WiFi SPARK a flexible, reliable and easy-to-maintain IP system that seamlessly provides unified communications capabilities for its on and off-site staff. The solution included:

IP telephony and unified communications – this flexible and cost-effective communications solution will allow WiFi SPARK to expand and to add additional functionality as and when required.

It is easy to use and easy to administer and offers a whole range of built-in features including staple requirements, such as voicemail, automated attendant and automatic call distribution, as well as audio and web conferencing and instant messaging.

IP telephony for home workers – is achieved using a ShoreTel VPN concentrator to allow for the simple but secure connection of remote IP phones to the office-based ShoreTel system. The handsets include software that eliminates the need for an extra router at home.



EasyPop CRM connector – integrates WiFi SPARK’s telephone system with its SugarCRM software. This connector accommodates screen popping on both inbound and outbound calls to WiFi SPARK’s staff so they can immediately view details and the call history of their customers enabling them to deal with their queries swiftly and efficiently. South West Communications Group also provided ShoreTel’s Web Dialer facility to provide the click-to-dial element of the integration.

ISDN line upgrade – moving from ISDN2 to ISDN30 lines for improved capacity and reliability.

Training – was delivered to WiFi SPARK’s staff at South West Communications Group’s headquarters in Exeter. South West Communications Group believes training is crucial to the implementation of any new solution to ensure its users are up to speed with its functions and features from day one and to ensure a smooth transition.

Ongoing support – the project management team handed over to a dedicated account manager once the implementation was fully completed who will remain in touch with WiFi SPARK to ensure they remain satisfied with their solution and to advise them of any technology upgrades that may benefit them.

WiFi SPARK also receives remote and on-site engineering support if a fault occurs.

The result

ShoreTel’s telephone system provided WiFi SPARK with exactly what it needed; a solution that was robust and reliable. Simply put, WiFi SPARK now has a solution that works.

Furthermore, WiFi SPARK now has the ability to configure its telephone system in line with any staff changes and future growth. This is a simple process that can be carried out with ease requiring no intervention from third party engineers.

This new solution has been successfully integrated with WiFi SPARK’s CRM to give this growing business the customer care it wants to continue to provide.

Matt O’Donovan, managing director of WiFi SPARK, said:
“You don’t realise how critical your phone system is until it goes wrong, so we wanted reliability and a solution with a proven track record. We also needed confidence in our supplier as well as the equipment.

“We knew ShoreTel was good and that South West Communications Group was very good, so put them together and we got what we wanted.”