

Case Study: Westbourne Green Surgery

VTSL wins against BT, providing Westbourne Green with a thoughtful solution in a quick time frame

About Westbourne Green Surgery

It is every surgery's worst nightmare – to be told your phone service is being 'discontinued' and that you need to find a new telephony provider immediately. This was the situation Westbourne Green found themselves facing recently.

With time of the essence, Westbourne Green contacted two providers, VTSL and BT, to get quotes and advice on which system would be best for them.

They needed a new system up and running quickly—one that they wouldn't have to replace or upgrade in a few years. They also needed a high-quality system capable of delivering important surgery features like call queuing.

Simply put, Westbourne Green needed the following:

- **Honest advice** on best system for the surgery's needs
- **Quick set-up**
- A system that offers **features that would help deliver a first-rate customer experience**
- Intuitive phones that staff would be able to **understand and use immediately**

VTSL wins against BT

VTSL's Sales Director went to the surgery and met with the Practice Manager to get a full understanding of Westbourne Green's requirements. After thoughtfully considering all options available, VTSL proposed a solution that offered Westbourne Green everything they needed to deliver great patient access and support through purpose-designed features. The solution was also flexible should their circumstances change in the future. Plus VTSL could have it up and running within 3 weeks.

BT on the other hand, suggested they install two ISDN2 traditional phone lines. This option meant that Westbourne Green wouldn't have the features they need like cloud-based call queuing, and they would be limited to 4 lines. With further research, the practice discovered that the BT solution was not only unable to meet their communications requirements, but also lacked longevity. As such, it was rejected by Westbourne Green.

Quick, responsive & thoughtful solution

VTSL delivered on time, with a quick and painless installation and set-up process. They also delivered full training for staff on how to use the new phones and web portal. But most importantly, VTSL delivered a thoughtful solution with unrivalled responsiveness. Westbourne Green wasn't just a number to VTSL, they were a surgery with unique circumstances that needed help—one VTSL will be able to help for years to come.

"We are a very satisfied customer. VTSL has delivered promptly both in terms of sales and service. They are one of the best, most customer-friendly organisations that I have dealt with!"

- Ratish Pillai, Practice Manager, Westbourne Green Surgery