



Curve Theatre

Curve Theatre improves business efficiency with
Spectrum CloudTalk

Client
Curve

Sector
Entertainment

Services Provided
Hosted Telephony and SIP Trunking

Profile

Curve Theatre is a spectacular state-of-the-art theatre based in the heart of the Leicester's vibrant Cultural Quarter.

Opened in 2008 by Her Majesty The Queen, their award-winning building, designed by acclaimed architect Rafael Viñoly, offers a completely unique visitor experience.

Managed by Leicester Theatre Trust, The Curve is a registered charity providing engaging world-class theatrical experiences for local communities. They enable people of all ages and backgrounds to access, participate in and learn from the arts, nurturing new and emerging talent, and creating world-class theatrical experiences.

Solution

- CloudTalk Hosted Voice solution including wallboards for ticket office.
- Yealink handsets.
- SIP connectivity.
- Resilient data link.

Results

- Single point of management and system administration.
- Complete flexibility of number routing and scalability.
- Easy user configuration.
- Faster, fully resilient, carrier-redundant data network.

The Challenge

Operating a bespoke PBX and bolt on call centre solution with ISDN30 lines had proved to be unreliable and issues were difficult to pinpoint between the two platforms.

The Curve wished to improve functionality but changes to the complex platform involved extensive engineering support and so were time-consuming and expensive to implement.

Key requirements for a new solution were;

- Improved reliability with failover options
- Improved management and performance monitoring
- Simple and quick administration
- Better integration with other core services
- Migration options to SIP
- Easy scalability and flexibility to add users and features

Spectrum's Approach

Implementation of a CloudTalk Hosted PBX solution including wallboards for the ticket office and Yealink IP desk phones. Rationalisation of existing connectivity and transition from ISDN to SIP.

"We selected the CloudTalk Hosted PBX system over other competitors because it offered us more features. The product afforded us greater flexibility for a great cost. Spectrum are happy to listen to suggestions for the product and the support is first class. One of the best companies we currently deal with."

says Benjamin Falkner, Information Technology Manager at Curve Theatre.

The Results

"Call routing and mobile phone pairing allow calls to get to the right people faster and with greater accuracy. This definitely saves time and allows our receptionists to spend their time on more important tasks and dealing with our visitors face to face.

Greater reporting is now available to us than we've ever had before.

The reporting structure integrated into CloudTalk has helped our ticket office to spot deficiencies in their staffing allocation and tackle these, meaning we can more efficiently answer calls which, in turn, generates more revenue for us.

We have been able to put into place menu systems that are easily configurable by our team leaders taking the pressure off the IT department to manage elements of the phone system. Menus also allow customers to direct themselves which has massively improved our business efficiency.

The support structure in place at Spectrum is exceptional and we know we can get support on any issues we encounter, giving us peace of mind that we are secure even out of hours.

New features developed by the CloudTalk solution to deploy remotely and manage the system remotely have been a great help." says Ben.



Be better. Always.

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