



Finance 4 Group Enhances Productivity and HR Benefits by Switching to RingCentral

Company Profile

Finance 4 Group provides interest-free finance products for the dentistry, veterinary, and funeral markets, which assist in making the cost of services and treatments more affordable.

Year founded

2010

Website

finance4group.com

Headquarters

2 Cockburn Place
Riverside Business Park
Irvine, North Ayrshire KA11 5DA

Size

Small

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—Brian Thomson,
Founder and Managing Director

Finance 4 Group provides interest-free finance products for the dentistry, veterinary, and funeral markets, which assist in making the cost of services and treatments more affordable. Founder and Managing Director, Brian Thomson, built the company from the ground up using a state-of-the-art e-signature online finance application gateway, which enables clients to complete a credit application in the comfort of their own homes.

Convenience for customers

Brian says, “40% of loans processed by Finance 4 Group are done when the office is closed, thus allowing patients to apply at their convenience and in complete privacy, getting instant decisions and using the revolutionary e-signature to sign the loan agreement. This gives us the satisfaction that we are making a real difference to how practices offer and patients apply for finance, as even patients write to tell us how simple and convenient it is.”

Moving from analogue to cloud

Finance 4 Group made the decision to update from an analogue system to RingCentral’s business communications solution to support the company’s digital transformation. As the business adopted a cloud-based CRM, acquisition, and file storage system, Finance 4 Group needed a communications system that was compatible to improve productivity.

Brian says, “Keeping overhead low is vital for any digital business to thrive, and we were no exception. Maintaining and upgrading our servers, software, and devices was getting costly, so we made the decision to migrate our IT services to the cloud. We immediately saw the financial benefits; however, we couldn’t unlock the potential productivity advantages of moving to the cloud until we updated our fixed-line phone system.”

Following strong recommendations about the modern user experience, ease of adding users,

as well as the ability to buy both hardware and software, Brian chose RingCentral to upgrade his business communications system. Finance 4 Group’s requirements for compatibility with the IT system, specifically the cloud-based CRM tool, meant that being able to dial directly using a softphone system was essential.

Brian continues: “The team at RingCentral were very flexible during the onboarding process, and the software proved to be very adaptable to our needs. I was very impressed with the workaround that they came up with to ensure our current premium rate number could be integrated into the system. Our previous supplier didn’t support multi-divert calls, which would have caused a problem if we went for a PBX-powered solution.”

Flexibility for all employees

“Since we started using the system, I’ve been delighted with the mobility and flexibility it offers. Our CRM now links directly with RingCentral for Desktop, which means that our customer relations team can call people directly from our system, allowing notes to be taken when on the call and kept on the customer’s record.”

One of the biggest advantages of moving to RingCentral for Finance 4 Group is being able to offer flexible working for its employees. Brian says, “I’ve always believed that staff are the most important part of any business. With our previous phone system, every one of my colleagues had to be physically in the office to do their jobs. But with RingCentral, I am now able to offer flexi-time and remote working to my staff. It’s been an absolute game-changer and great for morale. I’m delighted that my staff are happier and can work more efficiently than before.”

To find out more about how RingCentral can benefit your business, visit ringcentral.co.uk or contact the UK Sales team on 0800 098 8136.