

# Platinum Estates

The True Meaning of Value

## Platinum Estates Gains Flexibility and Improves Client Services with RingCentral

### Company profile

Platinum Estates is an independent family business that specialises in residential sales, residential lettings, landlord services, and property management across the Crawley areas.

### Website

[www.platinumbc.com](http://www.platinumbc.com)

### Offices

One office based in Crawley, West Sussex, UK

### Size

10 employees

### RingCentral customer since

March 2014

### Platinum Estates

Platinum Estates is an independent family business that specialises in residential sales and lettings, landlord services, and property management across the Crawley areas.

With a single office and a 10-person-strong team, the company prides itself on the service it provides clients. As a member of the Property Ombudsman, the company adheres to the highest standards of professional ethics, and employs highly skilled staff with local knowledge to provide an unrivalled level of service that is both professional and proactive. Since its inception in 1999, Platinum Estates has already gained many awards and achievements, such as obtaining technical awards from the National Federation of Property Professionals.

### Best-in-class customer service

Platinum Estates now uses technology to provide clients with better customer service and support than ever before, enabling it to respond to emergency landlord and tenant issues or answer vendor queries promptly.

“As a small business operating in a small part of the UK, word-of-mouth goes a long way for us,” says O’Connor. “Communication with clients who are often going through a stressful period of their lives is the lifeblood of our business, so we need to have the best technology in place to provide the best possible customer service.

“Since implementing RingCentral’s cloud-based telephone system, we’ve seen a big improvement in customer satisfaction. The system allows us to put in place an interactive voice response service to ensure customers

can always get through to the right person at the right time. If that person is out of the office, the call is instantly diverted to their mobile or the next available member of staff in the office to ensure we never miss a call.”

### Team flexibility like never before

Platinum Estates required a telephone system that would allow its staff to be completely flexible. With employees always on the move, visiting current and prospective clients, conducting property viewings, en route to meetings, or simply working from home, the company needed to ensure that staff were always contactable and connected to the office, regardless of location.

“In our line of work, employees need the flexibility of working from home or on the road. Thanks to our RingCentral phone system, they have flexibility to work from any location they choose while still being fully connected,” says O’Connor. “We now have a bring your own device policy in place so that employees have the freedom to use their own smartphones or tablets, and, using RingCentral’s mobile application, they can route calls on the fly and get voicemail messages emailed to them. It’s a win-win situation, really, as it means staff are also always 100 percent flexible and productive.”

Prior to implementing RingCentral solutions, Platinum Estates used a traditional PBX system, meaning they were always tied to their desks and struggling to give clients the level of customer service they hoped to when they were on the move.

“With our previous telephone system, we didn’t have the flexibility we desired—when

staff were on the move, or even if they just stepped away from their desks, there was always the risk of missing a critical client call.

“We realised we needed to change our telephone system when we were moving offices and wanted a system that would be easy to take with us without facing any technical issues. Our traditional PBX system would have been tiresome to move to our new offices as we would have faced downtime between transporting it and getting it all re-installed again, meaning we could have lost potential clients that struggled to get hold of us. Thanks to our cloud-based RingCentral system, if we were to move offices again in future, we could easily route calls to our mobiles during the move and simply plug our telephones in again without any technical difficulty at all.”

#### **Cost-efficient and easy to use**

“We came across RingCentral during an internet search after talking to a friend about the benefits of voice over internet protocol systems. After filling out a quick and easy online form, I set myself up for a free one-month trial and was very impressed with how easy it all was. The technical staff were very helpful, and we plugged the telephones in and were ready to go without the need for someone to come in and install the system.

“As a small business, the system works for us financially too. These days, around 85 percent of the calls we make are to mobile numbers; and with our previous system, we faced extortionate costs at the end of the month as a result. With the RingCentral system, it’s much more affordable to call out to mobiles, and the operational costs are very transparent, so there are never any nasty surprises. As the system is cloud-based, we can also scale it up and down as needed; so if we want to expand the business, we can add more users and lines at the click of a button.

“What I love about the system is that it’s so easy to use—every member of my team

can now change the voicemail and Auto-Receptionist settings without any help at all, which is something I was always stuck doing on my own with our previous system. Each employee can now also configure their own phones to suit them; it no longer takes a technical mind to figure out.”

#### **Looking to the future**

“Our clients are often people that are going through a very important and stressful period of their lives. That’s why we’re always exploring new and innovative ways of communicating with them and providing the best possible customer service for them. As we continue to grow and expand, we aim to continue using innovative yet affordable technology like RingCentral to help us be the best we can be in our industry.”

*“RingCentral provides us with the tools we need to be the very best we can be in our industry.”*

**—David O’Connor, Executive Director,  
Platinum Estates**

*“As a small business operating in a small part of the UK, word-of-mouth goes a long way for us. Our line of business is all about communication with clients who are often going through a stressful period of their lives, so we need to have the best technology in place to provide the best possible customer service.”*

**—David O’Connor, Executive Director,  
Platinum Estates**