



### Company Profile

Safesip is a revolutionary aid to drinking, suitable for almost any glass, cup, can or mug, it helps to stop your drink from spilling reducing the need for expensive specialist beakers.

### Website

[www.safesip.co.uk](http://www.safesip.co.uk)

### Headquarters

Southampton

### Size

2 employees

**RingCentral customer since**  
2011

“The RingCentral phone solution has been an indispensable part of my business. It was easy to set up and manage, and provides the scalability and flexibility my business needs.”

- Melissa Edmunds,  
Founder & Managing Director

Safesip is the creation of entrepreneur and mother, Melissa Edmunds. Invented after her young son knocked over a drink in a restaurant and her father had been taken ill and hospitalised. Melissa realised that a solution needed to be found that would stop drinks spilling and make life much simpler for those that have disabilities or need assistance when drinking.

Safesip is a unique drink cover that is simple to use and stretches over almost any glass, cup or can to stop spills.

Melissa has been working on the Safesip invention for a number of years and began trading in 2012. The company has gained clients ranging from the general public, to specialist retailers, medical organisations and trusts, to specialised ecommerce merchants. Safesip's business success has been widely recognised, with its founder receiving a number of awards and accolades including: winner *The Mother of Invention Show*; semi-finalist in *Sky One Big idea*; gold in *The Prize of the City of Geneva* and runner up in *British Female Inventor of the Year*, and Silver Award at the **4th Bi-Annual International European Women Inventors &**

**Innovators Network** sponsored by EU Commission (winning European Women Silver Winner Innovator 2013 as well as being presented a Special Recognition Award for inspiring achievements.

### Flexible communications

When Melissa set up Safesip she needed a business communications solution that would make her contactable, irrespective of location and that would allow her to juggle business and family life. As a busy mother and entrepreneur Melissa selected RingCentral, a cloud based communications solution. The RingCentral solution allows Melissa to run her business through a single telephone number which she routes to her mobile or landline depending on her whereabouts and needs, ensuring that she never misses a call and is always contactable.

### Professional Image

Melissa was looking for a professional image for the business and opted for an 0800 free phone number which is publicised on the website, stationery, business cards and all company materials. The number lends the business professional credibility as there



is no cost to the caller. Moreover, the system is versatile in that it easily routes calls so customers are unaware whether Melissa is taking the call from home, office or while travelling.

### **Never missing that business critical call**

Melissa says: "When I was setting up my business I needed to be able to take calls on patents, product design and manufacturing at any time. Delays would have been caused if I had missed calls at crucial times, especially when dealing with multiple people, providers and organisations".

Melissa explained "I run my business through a single RingCentral phone number, and I decide where to route and take the calls. It means that I never miss a call. A year ago I realised how crucial this is for the business. I was away from the office when I received a call from a NHS Trust who wanted to undertake some trials of the product. Getting hold of the right person at the right time in organisations as diverse and big as the NHS is extremely difficult so being contactable when the call came in meant, we were able to set up the trial pretty quickly".

### **Keeping a lid on costs**

According to Melissa: "When setting up a business, managing costs and cash flow is imperative. RingCentral provides transparent, fixed monthly pricing so you know what costs to expect, and can

expand and scale the service up as your business grows".

Prior to using RingCentral, Melissa considered the alternative of an additional business telephone line. She was quoted £147, plus line rental and 10 working days to set up. Melissa commented: "This would have slowed down our business plans and actually prohibited us from getting the business up and running. Furthermore, what we were being offered did not provide the call routing, messaging capabilities, or the option to take that line with us when we moved which would have incurred additional costs further down the line."

### **Simplicity**

Melissa found the service could be ordered online through the RingCentral website [www.ringcentral.co.uk](http://www.ringcentral.co.uk). It was simple to set up in a few minutes and was deployed straightaway. "There is free onboarding although in my case, I needed very little help as the service is so easy to use", Melissa highlighted.

### **Scaling the business**

Safesip is growing and the time has come to take on additional staff. Melissa says: "As we look to expand and employ additional staff, we are likely to move into serviced offices. Being able to take our RingCentral business phone service is vital for many reasons. It allows us to scale up and bring on additional staff by adding extensions and it also allows

us to keep all our existing stationery and business cards as the contact telephone number does not change. The printing and stationary costs we are saving alone are substantial. Not only that, there will be very little disruption to our customers or customer service levels.

### **Toasting to business success**

The growth of Safesip has been a tremendous journey for Melissa who is planning to set up a further business in the New Year. Her experience with RingCentral has been so positive that she is planning to install an additional RingCentral number for the new business.

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