

## Aaron & Partners LLP Case Study

Aaron & Partners LLP Solicitors is a leading UK law firm based in Chester, Manchester and Shrewsbury.

They pride themselves on providing high quality results and focused legal advice through a dedicated partner-led service.



### Summary of requirements

- Aaron & Partners LLP was in the process of relocating its Shrewsbury office to a new location within the local area, and was looking to replace its Avaya INDeX phone system that had come to the 'end of its life'.
- This meant that the system was no longer supported with no software updates available.
- Due to its strong relationships with its customers, the company also highlighted the importance of being able to take its existing phone numbers to the new location.
- The company also wanted to make huge improvements to the reliability and efficiency of its telephone system as the business relied heavily on communication with clientele.



### Solutions and services provided

- Avaya IP Office Preferred Edition 9.x phone system was installed at the Shrewsbury office.
- The phone system now provides built-in call recording of incoming, outgoing and conference calls.
- Voice and data communication solutions were provided through a combination of ISDN2 lines and SIP Trunking solutions.
- This means all telephone numbers are automatically routed to diverse circuits in the event of carrier outages.

### Business Benefits

- Built-in call recording solution on the Avaya IP Office phone system enabled Aaron & Partners LLP to monitor customer service and assist with the resolution of disputes.
- Business continuity achieved by installing resilient SIP trunks and providing backup telephony services in the event of carrier outages.
- Existing phone numbers kept through flexible SIP Trunking, enabling the business to avoid expensive remote call forwarding and call diversion charges.
- Reduction in costs achieved through SIP trunk line rental, call charges and hardware maintenance and support.

### Testimonial

“The team at West Pier worked hard to understand our needs from the outset and we considered other vendors products including cloud solutions.

Technically and commercially, the Avaya solution stood out from the crowd. West Pier have delivered a solution that seamlessly integrates all of our colleagues fixed office and mobile endpoints.

I would strongly recommend West Pier Telecom and Avaya to businesses in the legal sector wishing to reduce costs, improve communications and customer service.”

Simon Garman, IT Manager of Aaron & Partners

West Pier Telecom is an accredited [Avaya Partner in Customer Excellence](#). There are only 4 resellers across the UK who have achieved Customer Excellence Certification so you can be assured of great experience when dealing with West Pier Telecom. [Learn More](#).

If you would like impartial advice on your telecoms and networking infrastructure give West Pier a call on

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