



Success Story: Blue Chip PFP

GoTo Connect combined with Audio Branding from PHMG creates professional, flexible telephone system for fast-growing company

Founded in 2016, Blue Chip PFP is a third-party accredited passive fire protection contractor. It is the UK's leading passive fire protection specialist, with offices in Sheffield and Birmingham. It offers a wide range of fire-stopping services and solutions, to protect buildings and prevent fires from spreading. www.bluechippfp.co.uk



Challenge

Following strong growth in recent years, Blue Chip PFP needed to update its telephone system to improve its professionalism and efficiency. For many years, it had managed to field incoming calls via a single 0800 phone line.

Alannha Welborn, Office Manager North, at Blue Chip PFP, says: "As our employee numbers increased, the single phone line meant I had to field and transfer more and more calls and constantly pass on messages to our team. We wanted to be more professional and provide a better service for clients."

As part of its telephony upgrade, the company worked with PHMG to introduce Audio Branding to its phone system, along with inbound call-management options. To provide the best possible platform for these audio services, PHMG recommended switching to a cloud telephony system.



Solution

One of the cloud telephony solutions recommended by PHMG was GoTo Connect.

Alannha says: "PHMG introduced us to the team at GoTo, who talked us through the GoTo Connect system and demonstrated its features and capabilities. We felt it would give us the modern, flexible system we needed."

Blue Chip PFP has staff working in the office as well as on site, so the ability to route calls directly to mobiles or desk phones was an important feature. It would enable the workforce to continue operating flexibly from different locations, while ensuring they could always be contacted.

Together, PHMG and GoTo supported Blue Chip PFP to develop a much-improved telephone system, combining GoTo Connect cloud telephony with call-management systems, dial plans and Audio Branding.

“Now that we have GoTo Connect, callers are directed straight to the right person in our business, providing a much more efficient and professional service – which is exactly what we were looking for from our new telephone system.”

Alannha Welborn
Office Manager North,
Blue Chip PFP



Results

GoTo Connect has enabled Blue Chip PFP to improve the customer experience by providing a more professional service to callers.

Alannha says: “The features of GoTo Connect are very straightforward to use. It’s easy to transfer calls to desk phones or mobiles – so we can quickly connect to anyone in the company, whether they are office-based or out on site.”

GoTo Connect is ideally suited to the company’s flexible workforce. It enables team members to make and receive calls easily from anywhere via the company phone system. All of the features of GoTo Connect can be accessed on a desktop or mobile phone app.

Alannha adds: “Now, callers can use menu options to connect to the person or department they need. That provides a better service for our clients, and means my time isn’t taken up answering the phone, transferring calls and taking messages.”



About PHMG

PHMG is an audio branding and business communications consultancy, with more than 37,000 clients worldwide. Its services include on-hold marketing productions, voice artistry and scripting, exclusive music, podcast production and sonic logos. www.phmg.com/uk/



Looking for a telephony system that’s flexible, secure, and affordable?
GoTo can help. Visit goto.com to learn more.

[Learn More](#)