

Case Study



Quality | Service | Innovation

GM Poles

Since 1998, GM Poles have grown to be one of the largest pole manufacturers in Australia. Supplying their products to many prominent locations nationally, they needed to know their communication systems would support their team and their customers.

The Challenge

GM Poles specialise in the design, manufacture, and installation of steel columns for use in lighting, signage, communication, and surveillance applications. With multiple offices operating in different states, they needed to simplify their phone usage and enhance business communications.

Lee-ann Woj, IT Manager said, 'Our business needed greater flexibility and much more advanced call features. We knew it was time to move away from an on-premise phone system.'

Prior to moving to TechPath's Cloud PBX, GM Poles had no ongoing maintenance and found many limitations with the features and usability of their existing system.

The Solution

TechPath conducted a needs analysis to gain a full understanding of daily communications and preferred call structure. They then tailored a hosted solution that was simple to use, but rich in call flow features.

'TechPath took the time to thoroughly examine our business requirements and considered short-term needs and long-term goals.'

A seamless onsite installation was provided, along with user training on day-to-day use and basic system configurations so GM Poles can quickly and easily make changes in-house whenever they are required.

The Outcome

GM Poles can now work from anywhere and have removed all of the complexities of running an on-premise phone system. They are enjoying faster responses, less downtime, and easier to use business communications.

When asked why TechPath was selected, Lee-ann said 'Because they are always willing to help in a professional and friendly manner. They take the time to explain and answer all of our concerns. As we've used TechPath for a while now we know that we can trust them.'

One recommendation for others considering the TechPath Cloud PBX was, 'Encourage your team to use the 'park' key instead of 'on hold'. This will give users an alert when the caller has been on hold for longer than the nominated time.'

She added, 'Forwarding a call to mobile is handy and easy to do. Especially with COVID-19 and working from home. Users were still able to receive calls if they did not take their phone home with them.'

'As a business it is very important that we are available and contactable at all times. If we have a power outage, we can forward our phones to our mobiles so that we are still able to talk to our customers. This feature is one of the main reasons we went with this option.'

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