sundial telecom

C3

Sundial Telecom halves development time using C3's Fusion IVR call platform

Sundial Telecom, a hosted telecommunications business based in Cambridge, has reduced development time by 50% since it started using C3's Fusion IVR call handling platform three months ago. The company expects to reduce this further and will take on a range of new projects as a result.

Telecommunications is a fast moving industry so staying ahead of the game is crucial to the success of businesses operating in this sector.

Sundial Telecom, a bespoke telephony specialist based in Cambridge, recognises this.

The business, established in 1996, prides itself on bringing speed, efficiency and professionalism to the numerous applications that it develops for its clients.

Sundial Telecom works with a broad range of businesses, developing call handling applications that meet numerous specifications. But speed is obviously vital to that process according to Shane Carter, owner of Sundial Telecom.

"New call services are often 'of the moment' so developing that service quickly and efficiently is obviously extremely important to our clients," he explains.

Shane recently invested in an intuitive call handling software application from fellow Cambridge telecoms business, C3, which has already enabled Sundial Telecom to halve its development time. This means that Shane can give his clients a competitive advantage by bringing new call services to market significantly quicker.

Fusion IVR uses a drag and drop graphical interface to develop and deploy interactive voice response services – so setting up and deploying new call services is extremely quick and easy. Fusion IVR will drastically lower operational costs and focus on developing successful applications. The platform can be used by anyone – no specialist knowledge of programming language is required.

Sundial Telecom owner, Shane Carter, agrees that Fusion is very simple to use, meaning that developers can be trained quickly to use the software, and the company is able to work on more "speculative" projects.

"In the three months we have been using Fusion, it has helped us cut development time by between 35-50%, dependent on the application, which we have been very impressed by," he says.

"We expect that, as we develop our own custom features and become more accustomed with the program, that we will be able to improve on that time even further."

Shane explains that Fusion has given his development team the confidence to part-launch new call services, because making any subsequent coding changes to the call flow is so easy. This means that Sundial Telecom's commercial clients gain a competitive advantage by rapidly launching their products to market before potential competitors.

Sundial Telecom is using Fusion to develop a range of hosted call services for its clients.

The company has recently completed a betting tips service for Ian Bailey Racing, and is currently in the process of developing a call based marketing dialler for a UK based property development company. More broadly, Shane sees "huge potential" for Fusion in developing inbound and outbound call recording services for Sundial Telecom's corporate clients.

"We have a number of exciting projects in development and we see Fusion as essential to that process."

www.c3.co.uk   **www.sundialtele.com**

About C3

C3 is one of Europe's leading suppliers of telecommunication platforms for Interactive Voice Response (IVR), Messaging, Call Conferencing and Customised Call Handling Solutions including Tier1 PCI Compliance. For over 20 years, C3 has installed telecommunication technology in more than 26 countries with clients including BT, Cable & Wireless, Vodafone, Oxygen8 and 4D Interactive. The company recently received a 94% customer satisfaction rating from research company BenchmarQ.

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About Sundial Telecom

Based in Cambridge in the UK, Sundial Telecom was established in 1996 to provide hosted telecommunication services to the SME business and start up community. By offering a variety of web enabled services Sundial Telecom makes it easy for customers to configure and manage their call services online. The company has a wealth of knowledge in the hosted telecommunication area, offering bespoke services to many of its clients.

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