

Case Study

Fotofast



SNAPSHOT



Client: Fotofast

Location: Brisbane, QLD

MyNetFone Products:

- 4-line Virtual PBX
- IP desktop and cordless handsets
- Voice Access Broadband Plan
- Virtual Fax

CHALLENGE

Fotofast is a family owned and operated business located in Brisbane, QLD. Since first opening its doors in 1990, Fotofast has been at the leading and often 'bleeding edge' of retail and commercial photographic printing technology and services – being the first in Australia to introduce whole roll film scanning to disk in 1997 and later, sending and storing images on the internet in 1999.

As the business enjoyed rapid growth and moved to a larger location, it began the search for a new phone system to replace their outdated PBX, one that could provide them with the features and flexibility it needed to continue providing a high quality of service to customers, yet simple enough to setup and operate.

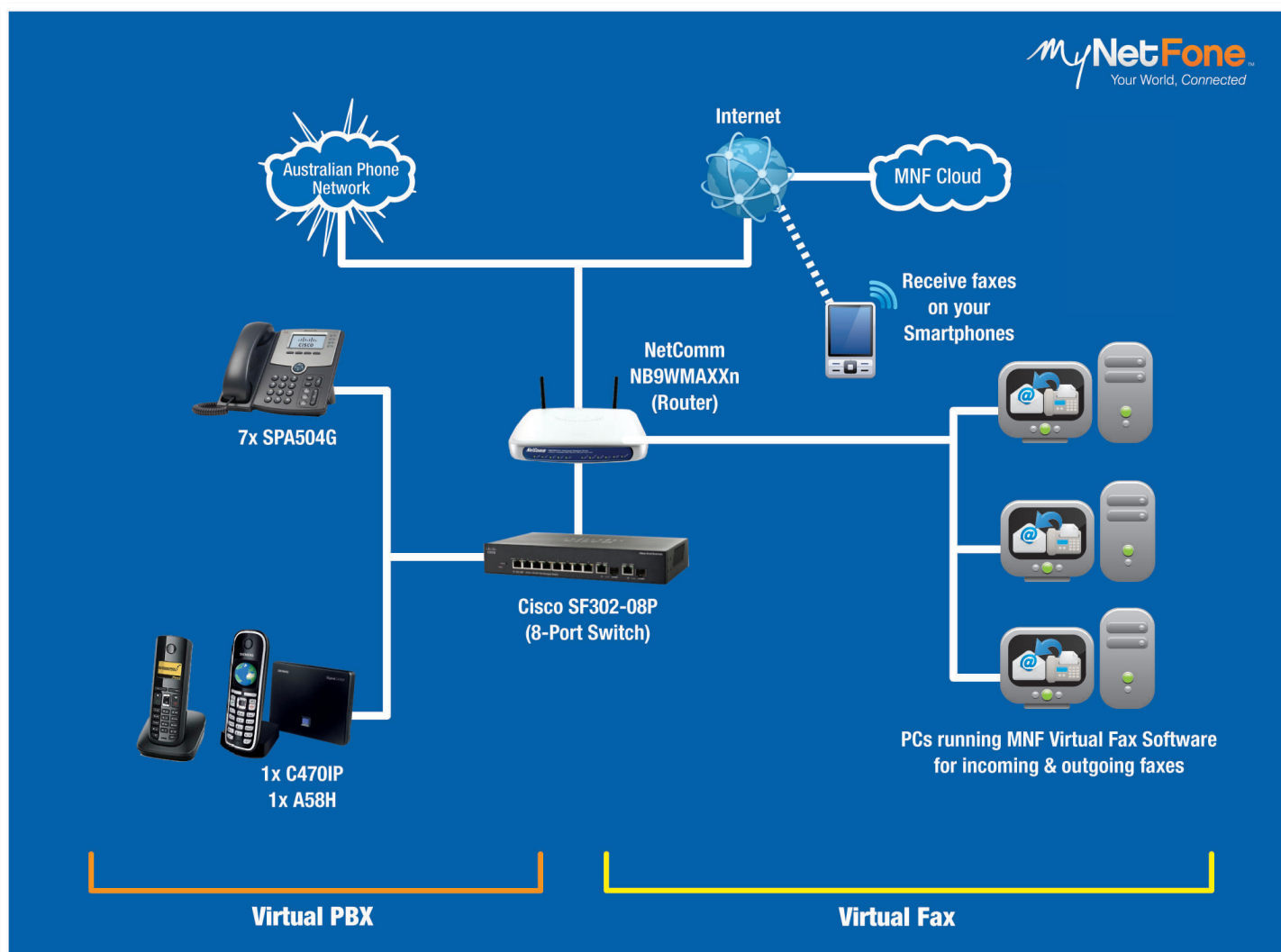
SOLUTION

No stranger to being at the forefront of technology, Fotofast immediately recognised the value in MyNetFone's Virtual PBX, opting for a 4-line solution with a combination of IP desktop and cordless handsets. MyNetFone also supplied Fotofast with a dedicated broadband line for its voice service to ensure Quality of Service.

While making the switch to MyNetFone's Virtual PBX, Fotofast realised the significance and benefits of IP communications and took the opportunity to move to a Virtual Fax solution as well.

With an easy-to-use solution, the setup process went without a hitch. As owner, Phil Gresham recalls, "working with MyNetFone during the setup phase was excellent. With the help of the Support Team, we got there pretty quickly...the only thing was getting our head around an online solution rather than having a tech come in to do the whole thing for us!"





BENEFITS

Fotofast has had no regrets since making the switch to MyNetFone's Virtual PBX. As a business that prides itself on customer service, it is enjoying the simplicity of a solution that allows them to talk directly to customers.

"The best thing about it is its reliability and it matches all the qualities of a much more expensive and complicated phone system. We were looking for a simple solution and that's what it is - it does the job," says owner, Phil Gresham.

As an added benefit, Fotofast are also enjoying substantial savings of at least 50% compared to their previous provider.

"It delivered all they promised"

Phil Gresham, Owner, Fotofast

To find out more about Virtual PBX & Virtual Fax, please go to:

www.mynetfone.com.au/business

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