



## CASE STUDY: Bluu Sky Connections

### The Brief

Bluu Sky Connections' mission is to help businesses in Derby and Nottingham understand the complicated world of communications. As well as providing first class business telephony solutions, they were seeking a technology that could add the finishing touches to the way their systems sound.

Bluu Sky needed a solution that delivered bespoke prompts, in-queue and on-hold audio at a low price point, with extensive functionality, and an outstanding service wrap. They needed this telephony add-on service to compliment their existing telephony proposition with the option to stream audio files, and capability to generate monthly recurring revenues.

### Getting Started

One end user was looking for a radio style on-hold compilation. PromptVoice's Premium plan offers a news, sport and weather stream, on this day in history (OTDIH), and regularly updated licence-free music playlists. Combined with marketing messages, these give the feel that the caller is listening to the radio.

Bluu Sky were excited to provide this service for their client through PromptVoice's streaming capability, and the onboarding process was hassle free. Integration with Bluu Sky's existing telephony proposition was quick and easy, with both streaming and download options available. Users began creating compilations and seeing the benefits straight away.

### Supporting Bluu Sky's Mission

On one occasion, the news feed had stopped streaming, although the rest of the service was functioning correctly, which led to Bluu Sky connections contacting their account manager via telephone on their customer's behalf. Bluu Sky then raised a ticket within the PromptVoice support system at 9:55am, and at 10:13am, a member of the PromptVoice support team contacted them to confirm the details of the ticket. At 10:36am the ticket was resolved and closed, and Bluu Sky was updated.



**"One end user was so impressed by the value PromptVoice adds that they upgraded their plan after just fourteen days"**



## Bluu Sky's Success

Since adding PromptVoice Portal to their portfolio in March, Bluu Sky has generated a healthy new recurring revenue stream, and has enabled its customers to take full advantage of in-queue and on-hold marketing.

## Upgrading After Just Two Weeks!

After only two weeks, one Bluu Sky end user saw the benefits of bespoke in-queue and on-hold audio and wanted to upgrade their subscription. Upgrading the solution meant Bluu Sky could provide a complete telephony solution, and add further margin to their monthly recurring revenue stream.

"We were excited to provide this service for our client through PromptVoice's Icecast streaming capability, and the onboarding process was hassle free. The end user was so impressed with the service that we were able to upgrade them to the premium model very shortly after setting up their service, adding a bit more revenue to their monthly bill."

*Geoff Seymour, Owner at Bluu Sky*

**"We really value our relationship with PromptVoice, and hope to unearth further opportunities for collaboration."**



## Why partner with PromptVoice?

- Sustainable, healthy revenue streams with excellent margins
- Already integrated with most leading telephony platforms
- Straightforward on-boarding
- Light touch, white label solution with no ongoing maintenance requirements
- Rich library of white label marketing assets and tools

**Contact us today to add our innovative, white label in-queue and on-hold audio solution to your proposition!**

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