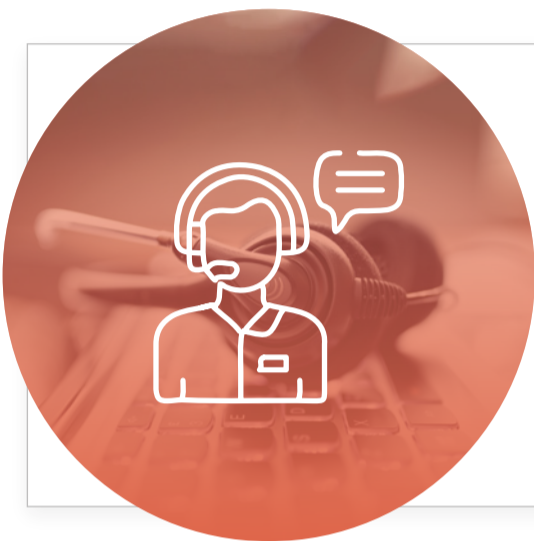


### The scene

During the first six years of IronTree's life, from 2007 to 2013, we watched our telephony bill with Telkom grow at a rate that was disproportionate to our own growth.



### The catalyst

Eventually, after Telkom costs spiralled in 2013, we switched over to a VoIP telephony solution and noticed an immediate impact on both our costs and our quality of service.

### The result

Seven years down the line our telephony still costs half of what it did in 2013. Yes, that's despite our company having grown to double the size since the VoIP switch, and the fact that we make many more calls than we did then – on average about 400 outgoing calls a day!



### The spin-off

As COVID19 really started hitting South Africa we realized another immense benefit of VoIP telephony: we were almost completely unaffected! Our phone lines were able to operate at maximum efficiency even though all of our call centre agents were working independently from home.

Don't hesitate to give us a shout if you'd like to learn more about how IronTree Voice can benefit your business as it did ours.

[Book a demo →](#)