futurevoice

Crannull

FUTURE VOICE BUILDS BETTER COMMUNICATIONS FOR CRANNULL

The Customer

Crannull is a UK-based lead generation business that caters to the construction industry, with an additional satellite presence in Australia. The company works with a range of clients across telemarketing, appointment setting, project research and more.

THE CHALLENGE

With teams coordinating between sites, offices and remote locations, reliable communications are critical to maintaining project momentum and ensuring teams remain connected.

However, Crannull's previous communications provider had become increasingly difficult to manage.

Customer support was inconsistent, with contacts frequently changing and limited access to technical expertise when issues arose. It even took three months simply to secure a meeting to discuss problems with the service! Plus, duplicate charges and licensing issues created more frustration and uncertainty around billing.

Around a year before the contract end date, the team decided it was time to move on and began reviewing alternative solutions. Crannull explored several providers, including Wildix, wanting a platform that was simple to use as well as a provider they could speak to directly for responsive support.

They also needed the ability to allocate dedicated outbound numbers for different client accounts, allowing agents to switch easily when communicating with different customers.

THE SOLUTION

Future Voice worked with Crannull to first understand the business' workflows and needs before suggesting Zoom as the best value option and designing a structured proof of concept using Zoom Phone.

Five members of the team participated in a one-month trial, allowing them to test the platform in real working conditions.

During the PoC, Future Voice demonstrated how easily users could manage numbers, configure call flows and operate the admin portal.

The ability to assign dedicated outbound numbers to specific accounts proved particularly valuable, making it simple for agents to switch between clients while maintaining a consistent caller identity.
The PoC quickly demonstrated the platform's usability and gave the Crannull team confidence in the solution. As a result, the transition from trial to deployment was extremely fast, with the full rollout completed just week after the agreement was signed.

THE RESULTS

Since implementing Zoom Phone, Crannull has seen clear improvements in operational efficiency and call management, especially:

- Built in transcription allows teams to capture meeting notes and key next steps automatically, reducing the need for manual note taking.
- Call recording and improved search functionality make it easier to review conversations and maintain audit trails when needed.
- Caller ID functionality across both inbound and outbound calls has improved the overall customer experience and helped ensure calls are handled more effectively,

Plus, Zoom Phone is also opening new opportunities for performance improvement.

Crannull is now exploring Zoom Revenue Accelerator, which uses conversation analysis and sentiment scoring to compare calls against defined sales playbooks to provide valuable insights for onboarding new staff and coaching team members.

For James Maguire, Crannull's Director, the biggest difference has been having a communications provider that is accessible and proactive.

> **"Working with Future Voice has been the exact opposite experience as with our incumbent. The accessibility and support throughout the entire process have been first-class. Answers have been quick and the engineers really do understand the platform inside-out.**
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> **The proof of concept was particularly valuable because within days of testing it ourselves, we could see how intuitive the platform was and how easily it could fit into our workflows."**
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> **JAMES MAGUIRE, DIRECTOR, CRANNULL**

Even when a billing issue arose relating to calling tariffs, Future Voice intervened, acting as Crannul's advocate with the vendor, to resolve the problem and ensure the pricing reflected what had originally been agreed withoutCrannull having to be involved at all.

With responsive support and a platform that is easy for the team to manage, Crannull now has a communications system that supports both day-to-day operations and future growth.