futurevoice

EMERALDTECHNOLOGY

HOW FUTURE VOICE SIMPLIFIED GLOBAL COLLABORATION FOR EMERALD TECHNOLOGY

The Customer

Emerald Technology is a specialist talent acquisition and payroll business supporting high growth technology companies. Operating internationally, with satellite offices in Dubai, Singapore, Netherlands and Portugal, the business connects organisations with specialist talent across multiple geographies, enabling clients to scale quickly without the complexity of cross border employment legislation.

THE CHALLENGE

Emerald Technology was previously operating on 8x8. However, several limitations were impacting performance and user adoption.

- The reporting capabilities were limited, the user interface was not intuitive and consultants could only dial out from landline numbers.
- There were no call summaries or transcripts, and there was no meaningful CRM integration.
- Call quality issues during overseas conversations further affected the experience, particularly given the company's international footprint.

As a result, teams were defaulting to alternative platforms such as WhatsApp rather than using the core system.As the end of contract period approached, Emerald Technology reviewed its communications setup. The leadership team understood the operational pain points and sought expert advice on selecting a platform that would better support global collaboration, improve visibility and streamline workflows.

With consultants working across time zones and regions, clear, reliable communication – as well as visibility across all teams – was central to Emerald's aspirations to improve team productivity and performance.

THE SOLUTION

Future Voice worked to a strict six week deployment timescale aligned to the end of contract deadline. The project involved a global rollout to 40 users across multiple regions.

A new platform was deployed with global calling bundles designed to support seamless collaboration between international teams. Future Voice negotiated directly with the provider to ensure the required countries were included within bespoke tariff bundles, aligning costs to actual usage patterns.

Working closely with Emerald Technology, Future Voice ensured all critical features and workflows from the previous system were replicated or improved. CRM integration and meeting summaries were enabled, alongside recording and training functionality to support onboarding and quality management.
The engagement extended beyond technical deployment. Future Voice supported negotiations with the previous provider, delivered virtual training sessions covering system functionality and best practice usage, and provided hands on assistance where required.

When a business owner experienced an issue, an engineer attended site to resolve it directly, reinforcing confidence in the solution. Internal IT retained responsibility for device application installation, while Future Voice provided clear guidance and responsive support throughout.

THE RESULTS

The impact was immediate:

- User adoption increased significantly, with improved pick up rates and far greater use of the core application rather than alternative messaging tools.
- CRM integration and automated meeting summaries reduced manual administration, saving consultants time and improving data accuracy.
- Recording and training features streamlined the onboarding process for new hires, supporting a growing international team.
- Ongoing support, including administrative changes and practical guidance, as well as 90-days unlimited changes, ensured peace of mind and optimal efficiency.
- Global calling bundles reduced overall communications costs, delivering a more predictable and commercially aligned model.

Beyond the metrics, the partnership approach stood out. Future Voice delivered on its commitments, avoided unnecessary complexity and aligned the solution to Emerald Technology's operating model.

Regular engagement and proactive support have established a strong ongoing relationship, giving Emerald Technology confidence that its communications platform will continue to scale alongside the business.

"From the outset, the Future Voice team took the time to understand our challenges and recommend a platform that would genuinely solve them. The deployment was delivered early, and worked closely with us to ensure key workflows and integrations were improved.

What stood out most was the level of support throughout the process. Whether it was training, configuration changes or resolving issues quickly, the team were always available and proactive. We couldn't recommend them enough to any business."

MELISSA CARSON, OPERATIONS MANAGER