

## Sally and her sales team

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Sally runs a business with an increasing sales team, she has 2 dedicated analogue lines and makes alot of outgoing calls. Sally is looking for a way to decrease costs and increase the number of phone lines she has available. She also wants a complete office phone system with call forwarding, call queueing, voicemail etc..

### Sally has a few problems

1. She needs more phone lines.
2. She needs an office phone system.
3. She wants to reduce her phone bill.

### Let's look at how using Freespeech can solve Sallys problems

Sally gets DSL broadband for her business on one of the existing phone lines, she gets rids of the other phone line and moves the rest of her calls to VOIP (saving her line rental). She installs a next generation IP PBX (A free one such as [Asterisk](#) is perfect) which gives her all the functionality she wants for her office phone system. The IP PBX lets her set up Freespeech as a gateway provider and she can set a dialplan to choose wheter a call is routed via VOIP or the tradional landline.

### Problems Solved.

1. Her freespeech account lets her route as many calls as she wants, her broadband bandwidth is the only limitation.
2. The IP-PBX gives her an enterprise quality PBX, she even found she could use a FREE one (excluding hardware).
3. With 10 FREE minutes every day to many destinations and the low cost of her calls, the bills have dramatically reduced (even though she makes more calls than ever).

### Other Benefits that Sally found

With an IP based PBX she started to use 'click to dial' technology which allowed her staff make calls directly from their client database software with the click of a mouse.

With an IP based PBX she had the option of choosing other VOIP providers from her dial plan and implementing least cost routing to choose the cheapest call rates (Freespeech..of course!)