



# CLOUDEARTH

A long-standing partnership with Cloud Earth helped ERY Melrose to weather the COVID storm

## ERY Melrose

ERY Melrose is a Sydney-based professional services firm that supports individuals and businesses with public accounting, taxation, and audit services. With clients based across the country, the team needs to be able to rely on their communication systems to deliver a high level of service, anytime, anywhere.

In 2018, with separate and outdated PABX phone systems in each of their three office locations, the ERY Melrose team knew they needed better tools to communicate and collaborate with their diverse client base.

Partner at ERY Melrose, Aaron Randell, recognised the need for cloud-based technology to expand their footprint and grow the business, but he wasn't sure where to start. "I was discussing communication and collaboration technology with a client in the space, and he suggested I reach out to Cloud Earth," he said.

When Cloud Earth first met with Aaron, the ERY Melrose team didn't have critical phone functionality, such as the ability to transfer calls between offices. The team at Cloud Earth quickly saw how they could help Aaron and his team improve communication and collaboration and set ERY Melrose up to grow.

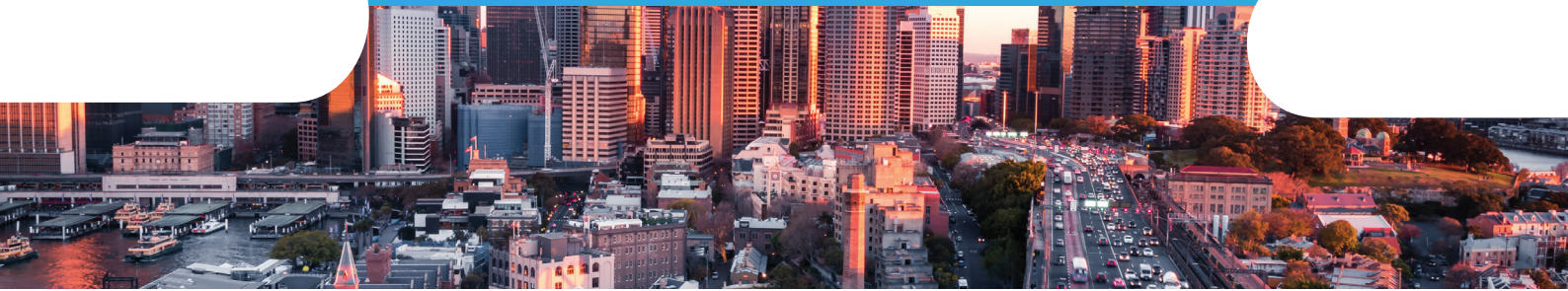
### A cost-effective solution

Cloud Earth recommended a 3CX phone system, a great value VOIP phone system that would enable the team to communicate and collaborate seamlessly from any location. The system offered a host of functionality, from high-quality video and audio conferencing, to hunt groups across multiple locations, user visibility and the ability to call from any device using their business phone number.

"We opted to go for this system because it offered a cost-effective solution to our communication and collaboration challenges – it gave us visibility and also reporting across multiple locations, which was critical," Aaron says.



"Cloud Earth are very responsive. The engineers and technicians are exceptional. Whatever you want the system to do, they're able to make and do it very quickly."



**“With Cloud Earth, we didn’t need to buy a ridiculously expensive solution to replace the old ‘dinosaur’ we had – it was a cost-effective alternative that was really beneficial for our business. The rollout was seamless, and Cloud Earth were fantastic to work with. They provided us with the set up we needed on one platform, with one provider.”**

For Aaron and his team, this meant they didn’t have to contend with multiple providers and telcos. Their system was all hosted and billed via Cloud Earth, so they could get on with growing the business.

### Enabling the team during a pandemic

Back in 2018, this functionality was all about enabling the geographic expansion of the business, something that was high on ERY Melrose’s agenda – but it would come into its own when a global pandemic hit.

When the world changed in an instant, the ERY Melrose team didn’t need to make significant investments or rush to fit out staff for work-from-home, they were ready to go at a moment’s notice. “We have always been happy with our Cloud Earth system, but it was a godsend in March 2020, when we had to shift quickly to working from home. Our switchboard was quickly directed to one phone, at the drop of a hat. It was extremely valuable through the whole global pandemic experience.”

Using the calling app, staff were able to use their mobile phones or computers to make calls from the business number, so there was no change to the client experience. Additionally, the team could use the high-quality video and audio conferencing to continue to collaborate with each other and their clients.

**“The app is fantastic for people who want to communicate on the go, whether we are working remotely or it’s business as usual in the office,” said Aaron.**

### A long-standing business partnership

Aaron says Cloud Earth have proved a brilliant partner for his business, and can solve any communication challenge. “Cloud Earth are very responsive. The engineers and technicians are exceptional. Whatever you want the system to do, they’re able to make it work and do it very quickly.”



When asked about the level of support Cloud Earth provides when something goes wrong, Aaron says the best thing is that he has never needed it. “I never need to call Cloud Earth with an issue, because it all just works as it should.”