

PrimeTel Case Study Venn Group Ltd



Venn Group Boosts Productivity and Reduces Costs with PrimeTel

Growing recruitment company, Venn Group, collaborated with PrimeTel on a strategy to upgrade their communication systems. PrimeTel worked with the firm as their needs evolved, rapidly adapting to changing priorities, and ensuring the company ended up with the right solution.

Venn Group is an innovative recruitment company focused on helping candidate and clients find the perfect “fit” for their needs.

The firm takes a personalised approach to recruitment, delivering tailored services to both talent, and organisations across a range of industries.



Aware of the importance of efficient, personalised, and effective communication in the recruitment landscape, Venn Group turned to PrimeTel, initially searching for help updating their phone systems. However, after initial consultations, new priorities emerged.

The Challenge: Adapting to Evolving Communications Needs

When Venn Group first approached PrimeTel, they were looking for an expert in the communications landscape to help them update their outdated systems. Initially, PrimeTel helped the company to shortlist a selection of three impressive vendors.

“It quickly became clear that Venn Group had some very unique requirements. First, they needed a system that would align with a proprietary CRM platform. Secondly, they needed to upgrade their mobility strategy. The sales team was already relying heavily on mobile devices for communications, but their system lacked traceability, and risked data loss when employees left the company.”

Scott Aldridge, Director at PrimeTel LTD

However, implementation of a new system was initially delayed by the challenges of the pandemic. When Venn Group returned to PrimeTel, and engaged in new discussions with the team, new priorities began to emerge.

Not only did the company need a more flexible, reliable phone system, but they needed it to integrate with their unique Customer Relationship Management (CRM) platform, and offer access to mobile numbers for internal and external communications.

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The Solution: Rapidly Adapting to New Priorities

PrimeTel engaged in a multi-faceted project with Venn Group. Following a secondary round of discussions and discovery sessions, PrimeTel re-engaged with a wide selection of potential suppliers, searching for the ideal solution to match the firm's needs and budget.

Their diligent work led to the discovery of a supplier that could offer both access to mobile numbers, and advanced solutions, including CRM integration, and AI-powered tools for coaching and transcription summaries.

"PrimeTel really went above and beyond to find a solution tailored to our specific needs. They made it really easy to negotiate with our new vendor on the perfect system, and ensured we could implement the new technology quickly."

Justin Paton, Head of IT from Venn Group

While the integration of mobile numbers streamlined communication among teams, and enhanced the traceability of internal collaboration, the AI-infused features offered an incredible opportunity to boost productivity for the workforce, and provide access to valuable insights.

The Outcome: Driving Positive Change

PrimeTel's adaptability, and commitment to understanding the core goals and challenges Venn Group faced led to an incredible collaboration. PrimeTel's team was able to pivot quickly and align solutions precisely with the emerging priorities of the firm.

"PrimeTel made the whole process feel really simple. They were committed to constantly communicating with us throughout the process, introducing us to the right people, and helping us make the best decisions for our communication strategy."

Justin Paton, Head of IT from Venn Group

Through working with PrimeTel, Venn Group didn't just access the communication tools they needed, they found a trusted advisor they could turn to for all future requirements.

With PrimeTel's help, Venn Group found the right technology for their business, reduced costs, and significantly minimised the amount of time they spent struggling with communication issues.

The company is now ready to continue confidently on its path towards growth in the recruitment sector, with a communication system that suits them.

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About PrimeTel

PrimeTel is an independent technology advisory firm that helps businesses identify and implement the best technology solutions to meet their specific needs.

With a comprehensive service offering that spans from initial investigation to contract negotiation, PrimeTel provides expert guidance throughout the entire project lifecycle.

Our core services include Communications, Customer Experience, Cyber Security, Network Solutions, Hosting, and Artificial Intelligence. Leveraging deep industry knowledge and a strategic approach, PrimeTel ensures clients achieve their business goals through tailored technology solutions and strong supplier partnerships.

For insights into how PrimeTel can help you accelerate your communication strategies, reduce costs, and achieve your technology goals, contact the team here:

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