

## EARTH ELECTRICAL EXPANDS AND MANAGES ITS 24/7 EMERGENCY ELECTRICIAN NETWORK WITH 247MEETING



### CUSTOMER

Earth Electrical is a company based in the UK, providing 24/7 emergency electrical services. Earth Electrical is a trusted provider that relies on a network of seasoned electricians.

The company started in Nottingham, United Kingdom, before extending to larger cities such as Birmingham and Liverpool.

### CHALLENGE

As a growing business, Earth Electrical needed to review their work processes to maintain their high rate of responsiveness in emergency situations.

***"I contacted the main market leaders, but none of them could provide the solution we needed."***

They then reached out to 247meeting. They were looking for a solution to facilitate three-way conversations between their customers, operators, and electricians, who are always on the move. 247meeting devised the perfect solution.

### CUSTOMER

Earth Electrical, an electrical services company

### WEBSITE

[www.earth-electrical.co.uk](http://www.earth-electrical.co.uk)

### CHALLENGE

Required a solution to facilitate three-way conversations between customers, operators, and electricians from a smartphone.

### SOLUTION

Clients reach the secure Branded Number 247meeting provides. Earth Electrical answers the call and is able to connect multiple employees and/or clients using the 247meeting Mobile app with one touch.

### RESULT

Reduced booking times by 75% for emergency interventions.

## SOLUTION

247meeting customised their Mobile App to Earth Electrical needs:

- Creation of a 247meeting Mobile App account used in conjunction with -
- An exclusive conference call phone line dedicated to the Electrical emergencies

Every time a customer rings Earth Electrical, the operator answers on their smartphone, takes their details, finds the closest electrician available and adds the electrician to the call.

To add the electrician, they just open the app, pick the electrician from their contacts and they are automatically placed in the conference call, with the customer and the operator, to arrange a call out. All this in a couple of minutes.

***"I was impressed by the level of Telecom expertise the team showed. I came with a very specific query and they were able to suggest a solution straight away."***

## RESULT

Although scaling up, Earth Electrical was able to keep the high responsiveness that their success was built upon, helping them focus on what matters to them and their customers. The business owner of Earth Electrical says:

***"Our customers need a company who respond promptly to every call out, to get things back up and running in no time. 247meeting Mobile App helps us answer customers' queries faster and keep them satisfied. It saves me time, so I can reach out to new electricians willing to join my network, and expand the company's service area."***

### ABOUT 247MEETING

247meeting is a conferencing services company revolutionising the way people use conference calls thanks to its app: 247meeting Mobile. No more dialling "into" a conference, group calls are as easy as a 1-to-1 conversation.

They also offer a range of audio, web and video conferencing services to fulfill the collaboration and security needs of globally growing businesses.

The Irish company has grown its client base to 15,customers, across 57 countries, supported 24/7. Clients range from overseas-based multinationals right through to Irish SMEs targeting export growth with dispersed staff, sales teams, partners and clients.