



Audio & Web Conferencing Services

Case Study

Established for more than 20 years and privately owned, Altium is an international investment bank operating from seven offices across Europe.

Altium focus on the mid-market combining advice on international M&A and corporate finance with capital markets expertise.

Whether you are a private or public company, a professional investor or an entrepreneur, Altium aim is to use their experience, international reach and sector expertise for your benefit.

Altium have always utilised audio & web conferencing services in order to save time, reduce travel costs and of course it helps protect the environment.

The challenge was to implement a conferencing solution which was bespoke to Altium's specific requirements.

Key to the success of the project was finding a way of reducing man hours spent analysing paper bills each month, in order to recharge or allocate calls against internal departments and/or clients assignments.

Altium were also looking for a conferencing solution that was more personalised, which gave their clients a better experience and emphasised the company's professional approach, when communicating with their partners at Altium.



Having listened and understood Altium's requirements, Trinity Maxwell recommended the 'Meeting Zone' audio & web conferencing solution.

Meeting Zone's real time billing platform automatically sends out an 'after call e-mail' to the host or moderator of the call, detailing the number of participants, duration in minutes and the total cost of the call.

This can be populated either automatically or manually with a client name, reference number, cost centre or department name.

This makes recharging and/or allocating calls, quick and easy at the end of the month. No more manually going through paper bills.

In addition, Trinity Maxwell created a personal message greeting for Altium, which staff and clients alike were greeted with when dialling in to a conferencing call.

By simply personalising the message greeting to say 'welcome to Altium conferencing', feedback from clients has already been extremely positive, with many commenting on how highly professional this is and how it creates an incredibly positive first impression.

As well as delivering against all the technical requirements, providing significant value added services and features to Altium's audio & web conferencing solution, **Trinity Maxwell significantly reduced Altium's monthly on-going conferencing costs, by 40%.**

To find out more about our services go to: www.trinitymaxwell.com

Or call us on 020 3137 8450

trinitymaxwell 
THE ANSWER IS YES