

## Success Story:

# Michael Murphy Home Furnishing

Established in 1974 with a single home furnishing store in Newbridge, Co. Kildare, [Michael Murphy](#) now employs 140 people across seven stores in the East of Ireland and its head office in Newbridge. The company supplies high-quality living room, dining room and bedroom furniture and homewares.



## Challenge

As the business grew, Michael Murphy introduced a customer service team in 2006, which meant its telephone system needed to be updated to manage higher call volumes. Local IT solutions provider, Bytek IT Solutions, helped to introduce a PBX phone system, which was then adapted and extended over the years.

Anthony Fagan, Group Operations Manager at Michael Murphy, says: “When we set up our new head office in Newbridge, it became clear we had once again outgrown our phone system. We needed a solution that gave us reporting and analytics, and enabled us to listen back to calls to support agent training, without having to request recordings from Bytek. Call costs were also increasing, particularly for mobile calls made by our delivery drivers and service technicians on the road.”



## Solution

John Barry at Bytek suggested a potential solution in GoTo Connect, the cloud-based telephony system from GoTo.

Anthony says: “John arranged a demo and we immediately liked the total control that GoTo Connect gave us to set up call queues and record calls ourselves, without having to revert to Bytek.”

Once Michael Murphy had untangled the multiple lines, extensions and direct numbers that had built up in its phone system through bolt-ons over the years, Bytek took charge of planning and managing the GoTo Connect implementation. Thanks to excellent support from Bytek, GoTo Connect went live at Michael Murphy on schedule, in February 2020. Michael Murphy purchased more than 90 GoTo Connect licences for use across its business, including 15 contact centre licences for use by customer service agents.

“The customer services team now have complete control, and can manage and monitor all aspects of call handling from a single platform. GoTo Connect has transformed our telephony system beyond anything we expected, while significantly reducing costs.”

**Anthony Fagan**

Group Operations Manager,  
Michael Murphy Home Furnishing

 **Result**

Anthony says: “We didn’t realise the impact GoTo Connect would have straight away. Our customer service agents were surprised when we took away their physical phones and replaced them with headsets and computer screens. But the impact was immediate. Almost overnight, the customer service workplace was transformed from a noisy and hectic place to a calm and quiet environment.”

The monthly per-user subscription model of GoTo Connect, with calls included, meant telephony costs were immediately reduced. Delivery and service teams now use the GoTo Connect app on their mobile phones to make and receive calls, which has significantly reduced bills.

GoTo Connect also enables customer service agents to work remotely, with no impact on service levels. Michael Murphy has provided laptops so that team members can work from home on a rota basis, which has proved very popular.

Anthony adds: “All inbound calls are now funnelled through our customer service team, which has reduced call waiting times and almost eliminated abandoned calls. And because we have the data, we can call back the few customers who do abandon a call, which we could never do before.”



[Bytek IT Solutions](#) delivers complete IT solutions services and IT support that are tailored to the precise needs of an organisation. Established in 1988. Specialisms: IT support, VoIP, AV and UCC. Offices in Dublin and Wexford.

Contact us today! Visit [GoTo.com](#) or call us at 0800 640 4005 (United Kingdom) or 1800 943 635 (Ireland).

[Learn More](#)