CASE STUDY

HOW BITS HELPED A GEOGRAPHICALLY DISPERSED FINANCIAL SERVICES COMPANY MODERNISE ITS PHONE SYSTEM TO USE TEAMS VOICE

bits

BUSINESS I.T. SOLUTIONS

RDA ACCOUNTANTS
accounting | tax | advisory

PROFILE

ORGANISATION

RDA Accountants

LOCATIONS

Wexford, Waterford, Carlow, Kilkenny and Dublin

SECTOR

Financial Services

CLIENT OVERVIEW

RDA offer a wide range of core and specialist services to their clients including not only auditing and accounting but also tax compliance, business tax planning, payroll and corporate services.

They also offer a range of associated services to support business owners - business coaching, business development, mergers and acquisitions, and outsourced CFO.

The company has grown steadily since its foundation in 2002 and now has five locations in Wexford, Waterford, Carlow, Kilkenny and Dublin.

CHALLENGE

RDA were finding that their phone system was struggling to keep pace with their growth – not just because of a growing team spread across five locations, but also because of the company's facilitation of both remote and hybrid working.

The phone system was outdated, inflexible and inefficient – presenting a number of challenges that included:

- Lack of Integration: The system operated in isolation, causing duplication of effort and workflow disruptions despite RDA's heavy use of Microsoft 365 and Teams collaboration.
- Limited Accessibility: Staff struggled to answer or transfer calls easily when working remotely or from different devices.
- High Maintenance and Support Costs: The old hardware-based system required frequent support, which was not scalable.
- Poor Call Reporting and Control: RDA lacked real-time insights into call metrics. This was making it difficult to monitor performance or ensure client service levels.

A change in phone system was needed. And the question facing RDA was: to what? At this point RDA engaged with BITS with whom they already had a high-trust and well-established relationship.

HOW BITS HELPED

- Audit & Analysis: BITS conducted an audit of RDA's communications workflows and highlighted inefficiencies.
- BITS, once they understood RDA's need, recommended **Teams Voice** – a VoIP technology that could be built on top of RDA's pre-existing use of MS Teams. This recommendation was based in part on a business case analysis conducted by BITS that showed the return on investment of switching to Teams Voice.
- Seamless Project Management: BITS made the transition from the old phone-system painless by outlining clear steps, timelines, and expectations from the beginning.
- Solution Design and Implementation: BITS designed a Teams Voice solution tailored to RDA's operational structure, provided training to staff, and ensured minimal disruption during implementation.
- In-Depth Microsoft Ecosystem Knowledge: BITS effectively integrated Teams Voice with SharePoint, Teams, and RDA's existing setup.
- BITS provided Exceptional Responsiveness and Support throughout the project—especially during the critical testing and go-live phases.
- Post-Implementation Support: After go-live, BITS held a debrief session, gathered team feedback, promptly resolved initial issues, and provided documentation along with long-term support options.

THE BENEFITS

- Implementing the Teams Voice solution means that communication is now unified under a single platform.
- This integration has provided a simplified infrastructure, has reduced costs and has improved flexibility.
- Staff, no matter where they are or what device they are on, can now be easily reached and can also easily transfer calls.
- RDA have the call reporting and control that they had been missing – thereby allowing performance and client service levels to be monitored.
- Futureproofing: Rather than just addressing RDA's **current** issues, BITS has designed a solution with scalability and RDA's future needs in mind.

"BITS helped us futureproof our communications setup by integrating Teams Voice into our daily workflow. Their understanding of our business, combined with technical expertise, made the transition seamless. We now operate with more flexibility, better visibility, and significantly reduced overheads."

Marie Kenny, Chief Operating Officer

BENEFITS

INFRASTRUCTURE

Robustness

Simplicity

Improved flexibility

FINANCIAL

Reduced Costs

ASSURANCE

Long-term support from BITS – backed by their partnership with Microsoft.

Teams Voice provides a scalable and future proof solution