

# Case Study

## Jockey Club Estates

Newmarket

### Fact File

International reputation and standing

Prestigious clients and members

A tradition steeped in history

The need for a reliable and simple to use telecoms system

ANGLIA  
TELECOMS

## Providing the right solution to prestigious clients

*Jockey Club Estates Ltd is a wholly owned subsidiary of the Jockey Club, the governing body of British horseracing. Based in Newmarket, it provides unique facilities for owners and trainers, and is patronised by royalty as well as internationally recognised clients and members. But Jockey Club Estates was being let down by their telephone system. Breakdowns and poor support meant an alternative had to be found which would prove always reliable and easy to use.*

Jockey Club Estates has an international reputation and undisputed standing in the horseracing world.

Based in Newmarket - the home of British horseracing - it provides unique facilities for owners and trainers from historic headquarters that date back to the 17th century.

Owned by the prestigious Jockey Club, it oversees the day-to-day running of more than 2,800 acres of prime training grounds and manages the luxurious Jockey Club rooms used by corporate clients, international members and royalty.

But faced with recurring problems with an ageing telephone system, Jockey Club Estates realised their communications issues had to be resolved permanently and effectively.

Company Secretary Ray Hayhoe explained: "We had a telephone system that was past its sell by date and wasn't working properly.

"It wasn't a digital system and had many problems, and in addition the support we received for it was very poor.

"We needed to address this issue properly and ultimately the decision came down to me to find an appropriate alternative.

"As much of our premises date back to the 17th century and are listed buildings, I did have concerns that whatever solution was found would have some technical problems and limitations.

"However with Anglia that just wasn't the case.

"They had the confidence and knowledge I was looking for to reassure me that they could do the job well.

"We found that their ethos stemming from their Managing Director was remarkably different and very much focused on our considerations for the new telephone system.

*"It is truly rare nowadays to come across a company like Anglia Telecoms."*

Ray Hayhoe,  
Company Secretary.

"This uncommon approach led to us having complete confidence in the company and the system they were proposing to meet our needs.

"But even before we had made a final decision we were invited to their headquarters to see the proposed system in action.

"When we did have that system installed, the whole process went without a single hitch or problem.

"I expected the telephone system to be down for at least a couple of days but in the end it was transferred over in just five minutes.

"I was completely and genuinely gobsmacked and so relieved."

Mr Hayhoe added: "As our clients and members are prestigious people, the consequences of the system failing to work or going down for a prolonged period of time would have been virtually unthinkable. But that was not a problem we had to resolve thanks to Anglia.

"They also carried out staff training on the new system for us and their trainer was outstanding. She really knew the system we were having installed and ensured we all understood how to operate the new functions that the telephones offered.

"We now have features such as call screening and voice mailboxes which we all find extremely useful.

"In addition, Anglia installed six private lines for us and a simple to use digital switchboard which has made telephone operations very easy.

"They also put us on a cheaper call package which means we will recoup the cost of the system in the long run.

"Anglia also recommended a booster to strengthen the phone signals through the building's thick walls, and amazingly it was with us the very next day.

"They then tested it for us and installed it, and it has worked perfectly since then.

"Their on-going support for the system has also been excellent, with nothing ever too much trouble.

"In addition they are able to make almost any system changes we require over the telephone very quickly."

Mr Hayhoe concluded: "The whole team at Anglia have proved to be very professional and reliable on every occasion that we have dealt with them.



*Part of Jockey Club Estates' Newmarket headquarters.*

"I would have no hesitation in recommending them to anyone and using them again for Jockey Club Estates.

"We have complete confidence in them, and the systems they install.

"It is truly rare nowadays to come across a company like Anglia Telecoms. Furthermore, we don't heap praise on companies lightly but in this case they deserve the high estimation we have of them.

"The whole service they have provided us with, and continue to provide us with, has been brilliant.

"They have earned the right to be our number one choice for a new telecommunications system in the future."

**The features of the Siemens HiPath 3550 Telephone System installed at Jockey Club Estates included:**

**40 handsets including 2 hands-free handsets.**

**Speakerphone facilities.**

**Integrated voicemail and call-logging facilities.**

**Numerous telephone lines with digital extensions and private numbers.**

**Extensions for fax transmissions.**

**Internet connection points for clients with laptop computers.**

**Simple to use centralised switchboard.**

# SIEMENS

*Siemens approved reseller*

# ANGLIA TELECOMS

Gateshead Close, Sandy, Bedfordshire, SG19 1RS.

**T: 08451 668 760 / F: 08451 668 761 / E: [info@angliatelecoms.co.uk](mailto:info@angliatelecoms.co.uk)**

**[www.angliatelecoms.co.uk](http://www.angliatelecoms.co.uk)**