



European Union
European Regional
Development Fund

Superfast South Yorkshire Connection and Innovation Vouchers Scheme provide eligible SMEs with funding to improve their broadband connections and/or introduce digital innovations into the business.

Bobs Business is growing rapidly and its current communication methods are no longer fit for purpose and we need to invest in a VOIP phone system integrated with the business CRM. The Innovation voucher has enable the company to implement this sooner than it would have been able.

The aim was to Integrate new methods of communication and recording customer information that will result in significantly increased productivity arising predominantly from efficiencies gained by the whole team operating on one platform with significant time savings and more accurate capture of client information.

The results were increased sales from more efficient following up of leads. The new telecoms system will speed up customer responses and ensure accurate recording of all telephone conversations.

Bob's Business Ltd has received funding from The Sheffield City Region European Regional Development fund (ERDF), part of the European Structural Investment Fund (ESIF) portfolio 2015 to 2020.