



Lucy Friedman

SwitchMetrics

Lucy Friedman has a proven track record over thirty years - selling, marketing and developing innovative voice services for business customers and into Telecommunication companies (Telcos). She has worked with start-ups and established companies nationally and internationally within the Fixed and Mobile Telco service sector.

Lucy was responsible for the definition of Europe's first cloud PBX and contact centre service back in the early 1990s (BT Featurenet); the development of an innovative wholesale internet voice (VoIP) trading capability formLevel 3 in 2000 (3 Voice Exchange); and securing the first UK system integrator partnership with RIM (Blackberry mobile devices) for Computacenter in 2002. In 2010, she developed a ground breaking service for Vodafone UK which put PBX features and landline numbers on business mobile devices (One Net Express). This subsequently launched in Ireland and other Vodafone operating countries.

In 2015 Lucy decided it was time to start her own business, developing a unique analytics product to meet a gap she identified in the market.

The SwitchMetrics dashboard provides operational metrics on the people that call SMEs. These insights will enable SMEs to grow their business revenues. The google analytics for telephone calls, the SwitchMetrics dashboard will be sold to Telcos who will use it for the following purposes:

- Strongly differentiate their commodity voice services,
- Reduce customer churn,
- Add new customers,
- Increase revenue/customer via new upsell opportunities,
- Move from being seen as a utility to being a business partner.

