



UCaaS Platform • **Hosted Business Growth**

Better Comms accelerates SME communications with Yeastar

About Better

Founded in 2023, Better is a fast-growing UK-based business telecom provider that delivers cloud-based connectivity and calling solutions with a focus on reliability, security, and hassle-free support. In just a few years, it has grown rapidly by helping organisations modernise their communications and move away from legacy phone and internet services.

Partner

Better 

www.better.co

Tenure

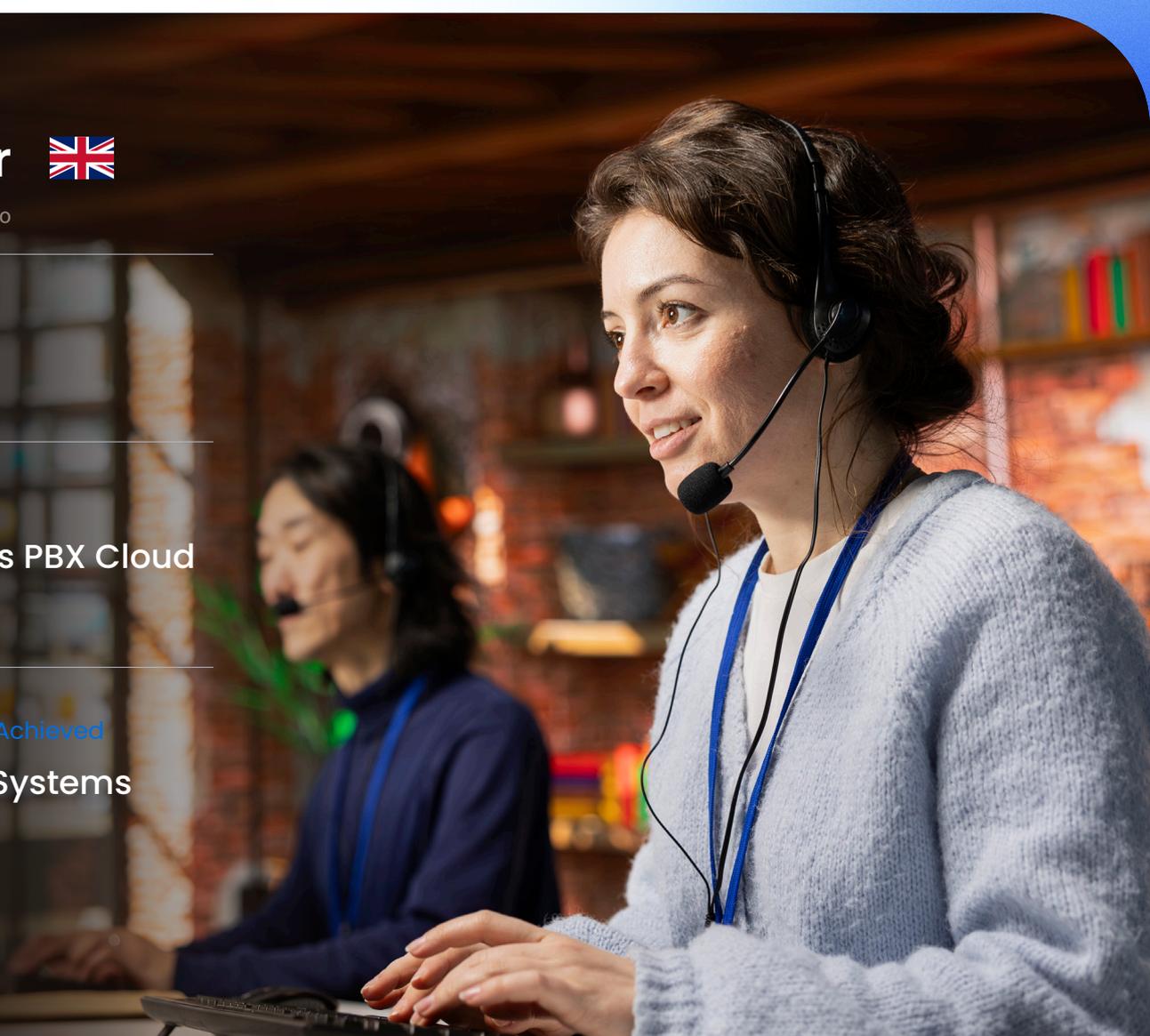
1 year

Sells

P-Series PBX Cloud Edition

Migration Achieved

Bicom Systems



Why Choose Yeastar



Yeastar’s cloud hosting platform gives us the robust, scalable, feature-rich foundation we need, helping us grow from a standing start to more than 1,000 SME customers in just over two years.



— Mitchell Fortescue
Managing Director at Better



Growth Highlights



From a cold start, Better established a meaningful SME footprint and shifted decisively into multi-site opportunities. Delivery cadence tightened through standardized rollouts, enabling sales to commit to clear timelines while operations absorbed volume without friction. Service quality remained predictable under load, which stabilized retention. Up-market wins improved account quality, and a cleaner operating rhythm reduced the time between order, activation, and value.

On the management side, a single pane of control for licensing and renewals improved day-to-day discipline; on the technical side, remote operations compressed the cost-to-serve and shortened time to resolution. Together, these changes turned early momentum into a durable run-rate business.

1,000+

SME customers

↓ >40%

installation time

+30% YoY

average customer value

99.99%

uptime

Behind the Results



With Yeastar, Better runs a fully white-labelled cloud service under its own brand, using a standardised multi-site rollout and lean onboarding model to bring SMEs live quickly with minimal disruption. Built-in call recording and advanced reporting give the offer clear differentiation without costly bolt-ons, while a consistent operating play ensures each new site experiences the same reliable service quality from day one.

- "The ability to deliver a fully white-labelled, feature-rich platform means we can compete head-to-head with much larger providers while keeping full control of our brand."*
- "Yeastar's solution struck the right balance of cost-effectiveness, ease of deployment, and performance confidence to help us accelerate growth."*
- "We secured a multi-site professional services firm because Yeastar's platform offered built-in call recording and advanced reporting as standard, without expensive bolt-ons."*
- "We won a retail group by demonstrating how quickly we could roll out Yeastar across multiple stores"*

Tools that Matter



The Partner Portal gives us clear visibility of licences, renewals, and resources in one place... Central Management... allows us to monitor and manage customer systems remotely, roll out updates, and troubleshoot issues without needing to be on site.



— Steve Jones
Business Operations Director at Better



Partner Portal

single view of entitlements and renewals; easier account stewardship



Central Management

remote monitoring, controlled updates, and streamlined troubleshooting



Watch Better's full story at the [Awards Ceremony](#)

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