



# Brigade wanted an **integrated phone solution**

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# Brigade



Some businesses rely upon what some deem old fashioned approaches to reach out to customers. Brigade are one such company who place the importance of speaking to customers over the phone as central to their business success. Based in Coventry, they supply embroidered garments to the workwear market and the ability to communicate effectively and easily is invaluable to them.

## Challenge

Brigade have been supplying high quality embroidery and printed garments for the workwear market for over 20 years. Their main audience is the school uniform sector, in which they are the market leaders.

Communications are key to how Brigade do business. A lot of their contacts and customers prefer to do business over the phone instead of behind email.

Darryll Bassi, Operations Director comments: 'The nature of the business and the industry means that we are often dealing with people who like to deal with us in the 'old fashioned approach'. Our customers want to speak to us and we still receive orders by fax!

'We sell ourselves on service', says Darryll. Being easily contactable is important not just to be there for our customers but also for generating sales growth.

## Solution

Having a robust and reliable telecommunications service is crucial to Brigade.

Air Telecom proposed the Vodafone's One Net package which provides and integrates the landline, mobile and desktop phones in one, cloud-based system. It means calls to landlines are automatically directed to mobiles or diverted to a personal mobile.

By integrating this package, it meant that Brigade would no longer be able to miss a call.

## Benefits

Switching to Air Telecom has brought an immediate benefit to Brigade. Darryll continues, 'they came in, reviewed how we were doing things and provided a solution of how we could do things better whilst also making cost savings'.

'Their support is excellent and I had a dedicated Account Manager to hand-hold me through the setup and is now my point of contact through the duration of the contract'.

Developing relationships are integral to Brigade's success. 'Having confidence in our system gives us peace of mind to allow us to concentrate our efforts on other areas like sales growth and re-investing into the business.'

'I'd recommend Air Telecom to anyone that wants to improve their telecommunications process. They provide a refreshingly honest service.'

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For more information, contact  
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Registered in England and Wales. Company No 6927845. VAT Registration 973 2610 18



A background image of a man in a light-colored suit and white shirt, smiling and talking on a telephone. The image is faded and serves as a backdrop for the text.

# Stanford Marsh required a solution that **wouldn't let them down**

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# Stanford Marsh



Stanford Marsh provide wide format printing equipment, computer aided design software and large format consumables to anyone with a design requirement. They are the only company in the UK who can provide in-house manufacturer led service support and hardware and software sales of all the leading market brands.

### Challenge

Stanford Marsh have been established for over 50 years and the nature of their business means that telecommunications play a key part. Managing Director, Jonathan Marsh explains that 'the ability to communicate is crucial to our business, we need a reliable service that won't let us or our business down.'

An important area of the business is the engineering division, comprising employees deployed mainly in the field. The engineers use their mobile to plan their day, receive service calls which are transmitted to them digitally and to log their events. Having connected data services is also vital.

'We needed a telecommunications provider that would enable our engineers to use their PDA software in the field, no matter where they were. Coverage, reliability and cost savings were the key factors that we wanted to improve.'

### Solution

Coverage across the UK and a provider that could be relied upon were vital to Stanford Marsh. Jonathan comments, 'it's not just engineers who need mobiles to work, we also offer a complete front to back-end support service, after sales care and software support. The whole business relies upon mobile phones.'

Jonathan says, 'following a review of usage and discussions about our requirements, we were presented with the best packages to suit our needs and we chose the 'mobiles only' package.'

### Benefits

Jonathan states, 'using Air Telecom has improved the way that we do business. Business efficiency has increased and decision making time has reduced allowing us to focus on factors influencing profitability.'

'There was no hard sell; just an honest and trustworthy approach to doing business. We've made considerable cost savings and improved business efficiency.'

'Air Telecom are switched on - Manni knows the score! His team are skilled, understand the market and more importantly, trustworthy.'

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# Thomas & Young wanted to **improve** **their communications** **service**

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# Thomas & Young



Thomas & Young is a firm of chartered accountants and auditors based in Solihull. The team of around 40 staff has been providing high quality tax, business and accountancy advice to a range of business sectors for nearly 35 years. Additional services they provide include advice on how to improve and develop a business, business strategy, access to corporate finance and specialist tax advice.

## Challenge

Having clear communications are a vital part of Thomas & Young being able to deliver first class service to their clients. Responding back to clients more quickly was one of the key areas that needed to be addressed. Calls missed within the office has historically been a barrier to getting answers back to clients within target timescales, so an integrated system that linked the office to mobile devices was a must.

## Solution

Air Telecom suggested the installation of the Vodafone One-Net system as ideal for the challenges faced by the business and assisted with the implementation of a complete new system.

Working with Thomas & Young, Air Telecom helped with the path of integrating the system itself into how the business works – delivering not just a telephone system but a whole better way of communicating and responding to clients.

## Benefits

From day one, Thomas & Young saw real benefits of the new system – better communication with clients has meant a better service delivered and happier, more loyal clients. James Carty, a Partner within the business commented:

“When out of the office or in meetings, we are now able to have calls directed to colleagues who can assist in our absence. It means we can trust that the call has been answered even if we couldn’t take it ourselves.”

“We would have no hesitation in recommending Air Telecom as a telecoms provider. Their approach with us from the start was as one of a communications partner, which as a business made the whole process of upgrading our telecoms system pain-free and very much worthwhile.”

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