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power to you



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Chris Goss, Director, CCBS

When customers ring Central Conveyor Belt Services (CCBS), they’re looking for help – fast. If they can’t get through to someone, they’ll go elsewhere to one of CCBS’s competitors and the chances are they might not come back. CCBS needed to make sure that they could answer every call and make the most of every opportunity to help existing and potential customers. We were able to provide the solution: Vodafone One Net.

Based in Berkshire, UK, CCBS provides conveyor belt services to businesses. “A customer would typically contact us, tell us he’s got a belt broken on site,” says Chris Goss, Director of CCBS. “We go to the site with the material, we join the belt, get the machine working again – production’s on.”

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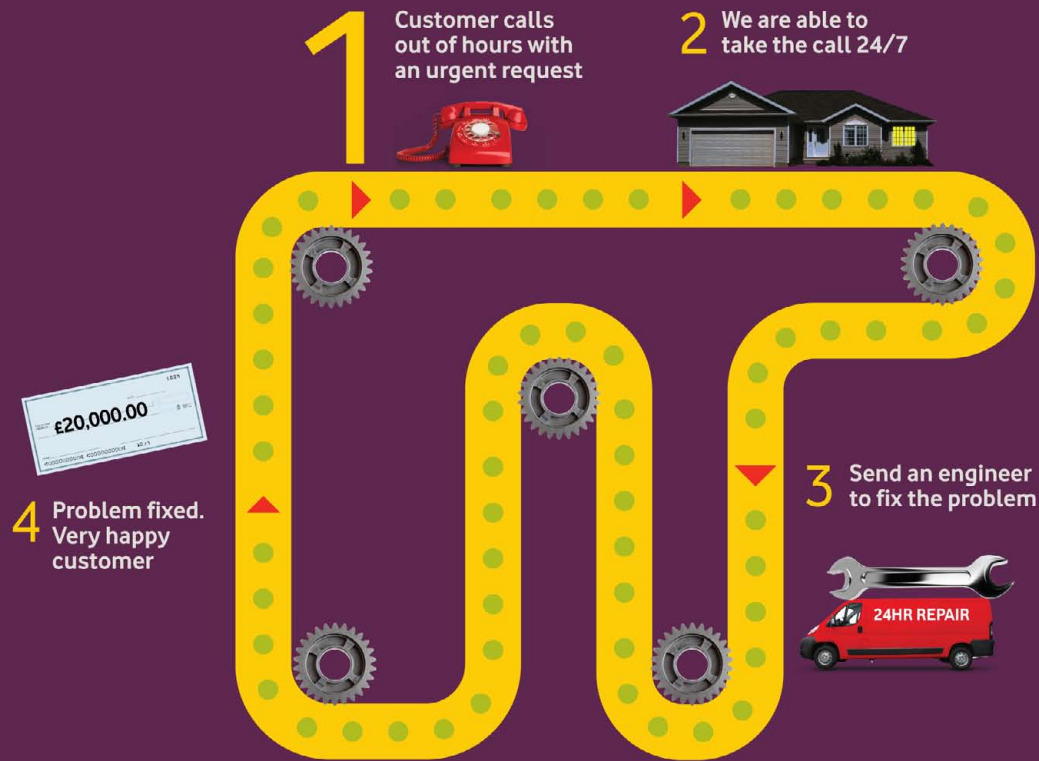
CCBS was finding that having a traditional fixed line phone system and separate mobile phones was proving less than ideal in enabling them to deliver high levels of service around the clock.

“We issue our mobile numbers to our existing important customers so they can contact us 24/7,” says Chris. “What we were missing were the people who rang the office and wanted an instant response. They didn’t want to just leave a message in the hope that we’d call back, but needed to know they were going to get service.”

So CCBS decided to look for a better solution. The company has been a long-term customer of Vodafone – relying on the quality of its network for their mobile communications. When CCBS mentioned how its ability to deliver round-the-clock customer service was being hampered by the lack of linking between its fixed-line system and its mobiles, we were able to recommend a simple, flexible and cost-effective solution: Vodafone One Net.

“We’ve received, so far, about £20,000 of business from one phone call.”

Chris Goss, Director, CCBS



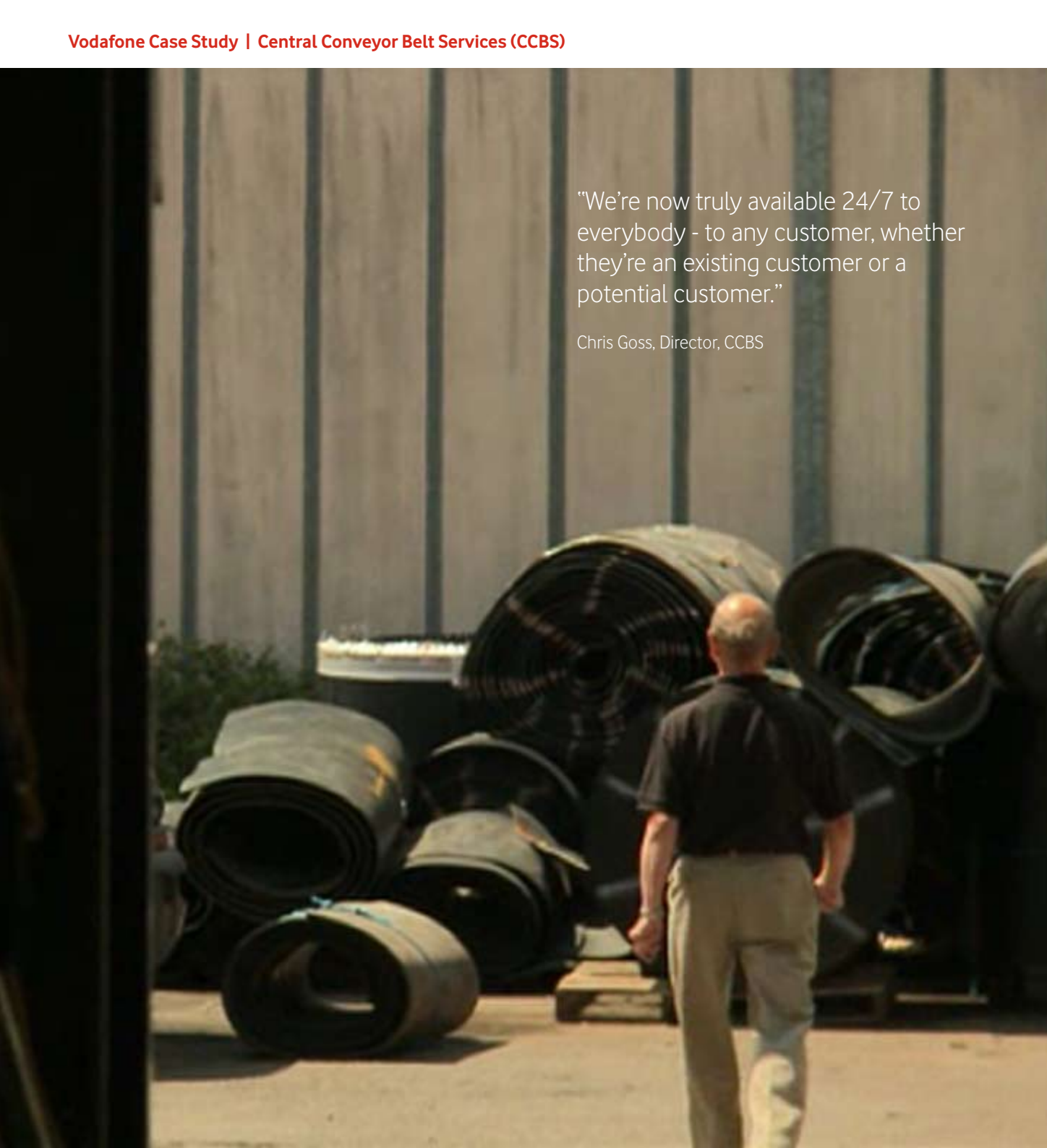
Making it simpler and more cost-effective to respond to every customer opportunity

With Vodafone One Net, CCBS has a seamless all-in-one fixed and mobile total communications solution delivered, hosted and supported by us for them. The company didn’t have to give up its fixed lines or change any of its phone numbers to get this service – everything is now connected as one.

“We now have a system where, if anybody rings the office at any time of the day or night, it doesn’t go to an answer phone, it hunts to three mobiles which we’ve set up in a hunt group,” says Chris.

“The calls always get answered, they always get a person on the end of the phone to tell them what they can do to help them. That way, we never lose a potential account. And we’ve gained business because we have the system in place. Vodafone One Net has improved our service tremendously.”

CCBS no longer has to manage relationships with separate fixed and mobile suppliers and now receives one monthly bill. There is just one number to call and one account manager to talk to making their life a lot easier and reducing administration considerably.

A man in a dark polo shirt and light-colored trousers is walking away from the camera towards a large industrial building. The foreground is filled with several large, dark, cylindrical rolls of material, likely conveyor belts, stacked on pallets. The background shows the corrugated metal walls of a warehouse or factory.

“We’re now truly available 24/7 to everybody - to any customer, whether they’re an existing customer or a potential customer.”

Chris Goss, Director, CCBS

Vodafone One Net proved its worth straightaway. “I was at home getting ready to come to work,” says Chris. “At 7.38am I had a phone call from an engineer. He had rung his original supplier, couldn’t get an answer, so he started to dial other possible suppliers, one of which was us. We were the person who answered. I was able to tell him that, yes I could get something done that day. The service we offered so impressed him and his boss that they actually asked us to quote for a lot of other work on site, and we’ve received, so far, about £20,000 of business from one phone call.”

Vodafone One Net makes managing CCBS’s communications much simpler and more cost-effective. “We’re now truly available 24/7 to everybody – to any customer, whether they’re an existing customer or a potential customer,” says Chris..

“As far as I’m concerned I can’t see any reason why it won’t carry on improving our business. It’s difficult to think of another example that’s had quite the same impact, that’s been so simple.”

- CCBS now has a real competitive edge thanks to improved customer service based on round-the-clock contactability.
- CCBS won £20,000 of business and a new long-term customer as a direct result of the solution.
- Managing the company's communications is much simpler and more efficient – one contact and one monthly bill.

To find out how your business can gain from better communications, visit: www.vodafone.co.uk/onenet or contact your Vodafone account manager today.

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