

Transcript

Vodafone - Clarkson Safety Services Case Study

Neil Shrubsole: I'm Neil Shrubsole, the managing director of R&M Clarkson and this is the story of how Vodafone have helped us to respond quicker to our customers, 24 hours a day.

Clarkson's has been established for 40 years. It started by a couple, Bob and Moira Clarkson. Bob was a bit of an electronics whiz kid. He developed a fire alarm system and then he introduced it to Sainsbury's. What Bob did install was this family tradition that we are very passionate about what we do. We design, supply, install and commission fire alarm systems. We have a team of 35 national service engineers, based around the country.

Communication is imperative to our business. If we can't communicate to our engineers then we're in serious problems. We need to respond quickly and efficiently. If there is an incident and the fire alarm's activating, we need to be there as quickly as possible to make sure that they don't stop trading and therefore don't lose money.

When we moved to a new premises, I tasked my service manager, Fred Hoskins with the job of finding a decent communications system. Fred introduced me to Vodafone One Net Business solution. One Net obviously makes us more responsive. People can ring me on my direct line, it just diverts straight to my mobile.

The Vodafone One Net Business solution has had a fantastic impact on our business. The call gets through to the right person and we're saving almost 30 minutes on a call. That half an hour has really helped us to achieve our goal to be on site within an hour from receiving that call. So obviously, the customer's far happier. It's just that reassurance to be able to pick up the phone and almost immediately, someone can help them.

I don't see that we're really gonna have to worry about upgrading our telephone system. It all being cloud based, so if there are any technologies that come along, they will just be added to the system.

One of the things that was important to me was obviously cost. It's comparative really on what we was paying for just the mobile phones and we've now got a fully automated telephone system.

I thought Vodafone was purely a mobile network. It wasn't obviously until we had this system installed that we became aware of how they can help our business.

Things have moved on quite a bit since Bob used to tinker with his electronics. We were acquired by a French business last year. I like to think that we're very much a family business still, although we're growing and the One Net will enable us to really get ourselves out there and make an impact. It's all down to Vodafone One Net Business.