

Transcript

Vodafone - Datacom Recruitment Case Study

John Banks: I'm John from Datacom Recruitment and this is the story of how Vodafone help us respond to the needs of our clients and our consultants.

Datacom recruitment are a supplier of IT personnel, both permanent and contract. Since we started thirty years ago, everything has changed, there was no internet in those days we used to communicate just by telephone, by fax or even by post. Now of course, communications are instant with the internet and of course email and networking.

Gill Vance: As sales director, my day consist of various things, it's normally coming in the office or going straight to a customer site. When I'm meeting my clients it can be any number of ways we meet or talk.

Before we had Vodafone one net, we had fixed line communications inside the office and separate mobile phones as well. If somebody called in the office and you weren't in the office, you missed that call. It was a major problem for our business.

John: The game changer was when Vodafone came to us and offered us the One Net solution which offered the unified comms that bought together mobile, landline and further on up the road, desktop communications.

Vodafone One Net business enables our reach to be extended 24 hours a day, throughout the world.

We were extremely impressed with our Vodafone account manager, his grasp of the technology and how he explained how it could benefit our business in a very simple way.

By utilising the hunt group facility, we never miss a call. If one person is on a phone call or is way from his or her desk, that call is immediately transferred to a colleague who picks up the call and deals with it in an appropriate way.

Gill: Somebody called on the landline. I was on the mobile, and then they called the mobile, I saw who it was so I managed to take that call straight back and I made the deal and saved somebody else getting it. So, it was working for me from a week of having it. I mean, it's fantastic for customers, they love it.

John: When we looked at the figures, we were actually saving £2,000 per month, £24,000 a year and we've used that money to recruit another consultant into our business. As a result, we are looking at achieving sales growth in our business of over £200,000 a year.

Gill: The most important tool to my job is a telephone, that's it. In the recruitment process, maintaining that personal touch is absolutely crucial and Vodafone enables us to do that. It's perfect for us.

John: I see Vodafone as a supplier of cloud-based telecommunication solutions, not just mobile and not just fixed landline.

Gill: We couldn't survive without Vodafone, It's changed our business, and it's gonna stay that way.