

## Transcript

### Vodafone – Diamond Logistics Case Study

**Kate Lester:** Hi my name is Kate and I'm the Owner of Diamond Logistics, and this is the story of how Vodafone helps my business be responsive and deliver terrific client care.

We have ambitions to be the number one courier company in the UK. We work with everybody, from big blue chip household names down to smaller internet based companies. The most memorable things we've delivered are everything from valentine's flowers, to blood transfusions, to some weird and wonderful things like a big, plastic horse.

Communications is absolutely at the essence of our business. Not only do our clients need to call in order to have that vocal reassurance, but equally speaking if something ends up being delayed then it's really important that we stay in contact with our drivers, so our clients are kept up to date all the time.

The communication solution that we used previously was pretty antiquated. When it snowed we actually had to hike into the office in order to undivert the phones, and our office effectively stopped because we had no telephone solution.

The consequence of poor communication in our business is that we could lose that customer forever. We run a 24/7 business here and if we don't answer the phone, then maybe our competition will.

I wasn't that au-fait with the products of Vodafone other than simply the mobile phone lines beforehand. Vodafone One Net Business was recommended to us by our telecoms provider, particularly because we needed quite a dynamic and flexible work force and also he knew of our expansion plan and so that fitted pretty well with going forward.

I'm really confident that the decision to choose Vodafone One Net Business was the most straight forward one I think I've made when talking about expanding the network.

The most important thing for us is that our work force can be incredibly flexible now and it gives them a good mix between home working, working in other depots now we have seventeen around the UK. Just having that one number that everybody can get people on.

The Hunt Group feature is really important in our business 'cuz it makes sure that people at the forefront of operations actually get to the calls first. From a client service perspective, they're actually going direct to the people that can actually help them.

Vodafone One Net Business benefits me because it means that I don't have to be tied to my desk, yet I don't miss any productivity whatsoever. When you're growing a network, one of the last things you want to be worrying about is whether your communication strategy is actually gonna back that up. To be able to rely on something like Vodafone One Net

Business just meant that we could sleep easy knowing at least that part of our strategy was all sorted.

So now we've had the experience of Vodafone, I don't think we'd change back.