



## You're hired!

Vodafone One Net Business  
enables Datacom Recruitment  
to turn fixed costs into  
revenue generation

**Vodafone**  
Power to you



**“ This has directly  
impacted the business.  
We work as a team  
but each consultant is  
responsible for providing  
a gold standard  
service to our clients.  
With Vodafone One  
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**John Banks, Managing Director,  
Datacom Recruitment**

## DATAKOM RECRUITMENT

The recruitment industry is fast-paced and unforgiving. Decisions are made quickly: the candidate is either right for the job, or wrong. Datakom Recruitment understands this. It has more than 30 years' experience in the UK IT recruitment industry. It is now taking this expertise international.

To work effectively it needed a simple communications set up, capable of linking its landline and mobile calls. It wanted to reduce call waiting times and make it easier for its consultants to work out of hours, out of the office.



### Challenge

- Upgrade the communications estate
- Reduce the number of missed calls and improve call response times
- Enable remote working, out of office hours

### Solution

- Vodafone One Net Business provides all landline, mobile and desktop communication on one system
- Vodafone creates an intelligent self-service system for inbound calls

### Results

- Reduced monthly communications costs from £3,300 to £1,300
- Created investment to hire a new 'revenue driving' consultant, expected to generate additional annual revenues of £250,000
- Enabled remote working, redirecting calls from landlines to mobiles, making the business more responsive
- Upgraded entire communications set up at a cost lower than the previous separate contracts for landline and mobile

## Challenge

### International recruitment solutions

Datacom Recruitment is a UK recruitment consultancy specialising in the IT sector. It has office space in one of London's hottest locations, London Bridge, in the shadow of the Shard.

"We were here before the Shard," says Managing Director John Banks. "We have a rent review with our landlord coming up. Upward cost pressures are inevitable."

The business also runs a back office in Canterbury, Kent, 50 miles away. "It makes more sense to have the admin and finance operations based there, where office space is cheaper, and keep the London office for the revenue-generators," says John.

As the economic recovery picks up, so too has business. As more companies look to recruit, Datacom needs to be quick to respond and focused on service delivery. "We're looking into different disciplines in the IT sector," says John, "and we're becoming increasingly international."

Recent projects include work for clients in Houston, six hours behind London, and Singapore, seven hours ahead. "Our team are having to take calls out of the office, and out of normal office hours," says John. "It's the nature of the work."

To be effective Datacom needed a communications system capable of linking its staff, customers, external contractors and consultants wherever their location. "We cannot afford to miss calls," says John. "Clients expect an immediate response."

“ We were spending £3,300 a month on our previous system. Vodafone One Net Business is nearer £1,300 – for a better solution using superior hardware. The money saved allows us to influence revenue by hiring another consultant. ”

**John Banks,  
Managing Director,  
Datacom Recruitment**

## Solution

### Simplified customer experience with one number

Vodafone One Net Business unifies Datacom's landline, mobile and desktop phones under one, cloud-based system. It means calls to landlines are automatically directed to mobiles, or diverted to a personal mobile.

Call routing helps callers choose who they want to talk to, like admin, finance or sales for example. For the caller, it is all one number, regardless of whether they're calling Canterbury, London Bridge or a consultant on the road.

## Benefits

### Recruiting revenue-generators

Vodafone One Net Business has made an immediate impact on the Datacom business. "We were spending £3,300 a month on our previous system," says John. "One Net is nearer £1,300 – for a better solution using superior hardware. The money saved allows us to influence revenue by hiring another consultant."

This consultant, "a revenue-generator" in John's words, is expected to bring in an additional £250,000 per annum.

"This has directly impacted the business. This remains a people to people business, and more consultants means more business," he says.

It means Datacom consultants, responsible for a particular IT industry 'specialism', can maintain a more direct relationship with clients. Clients can call direct, there is no need to leave messages for colleagues.

"We work as a team but each consultant is responsible for providing a gold standard service to our clients," says John. "With Vodafone One Net Business we keep the team ethic but empower the individual."

For more information, get in touch with your Vodafone account manager or call us on **0808 004 4482**  
(Standard charges apply)

