

Raise the alarm



Vodafone One Net Business
allows Clarkson Safety
Services to respond faster

Vodafone
Power to you





“ Customers go straight through to an on-call engineer. We reckon it’s saved 15-30 minutes on response times – and if you’re a Sainsbury’s or Tesco store and you have a fire alarm blaring, you want it sorted as quickly as possible. ”

**Neil Shrubsole, Managing Director,
Clarkson Safety Services**



When a fire alarm goes off one of two things can happen. If there's a fire, the fire brigade will be on its way. If it's a false alarm, the service engineers are called to sort it out, they check for faults and repair the system. Either way, it demands rapid response.

Clarkson Safety Services designs, installs and maintains fire alarm systems for some of the UK's biggest retailers. It wants to respond faster to customer calls, and to create a more mobile team of engineers.



Challenge

- Upgrade the communications estate
- Reduce the number of missed calls and improve call response times
- Simplify remote working

Solution

- Vodafone One Net Business unifies landlines, mobiles and desktop
- Vodafone creates an intelligent self-service system for inbound calls

Results

- Reduced response times by up to 30 minutes, improving customer service
- Enabled remote working with call routing from landline to mobile
- Upgraded entire communications estate at no additional cost to previous system

Challenge

Raised expectations

Clarkson Safety Services was formed by a husband and wife team in a shed in Surrey. For the last 40 years, the business has grown with its customers. It is the exclusive supplier to both Tesco and Sainsbury's, two of the UK's largest and most influential retailers.

"Sainsbury's was one of our first customers," says Neil Shrubsole, Managing Director. "As they've grown, we've grown. We're in over 1,600 Sainsbury's stores and petrol stations. They're a great customer and we go out of our way to make sure they get the best service possible."

2014 was a big year for Clarkson. It was acquired by DEF, a French firm with global ambitions, and moved into new offices.

"DEF is a €180m business and the plan is to be a €300m business by 2018," says Neil. "Part of that will be new business, part will be acquisition."

Either way, it means Neil and his team can't afford to be out of reach. There is constant dialogue between Clarkson and DEF, and a heightened focus on customer service expectations. "I'm now out of the office half the time and I'm in France twice a month for meetings," he says. "With the move to a new building and DEF's promises of investment we saw an opportunity to upgrade our communications systems."

“ We have new phones, a new telephone system and a far superior communications system that actually supports the business - for no extra cost. It means we now never miss a call. ”

**Neil Shrubsole,
Managing Director,
Clarkson Safety Services**

Solution

An upgrade at no extra cost

Vodafone One Net Business delivers landline, mobile and desktop communications in one system. "When I heard about it, my first reaction was 'how much is that going to cost?'," says Neil. "Turns out One Net Business doesn't cost any more than having separate landlines and mobiles from two different providers. In fact it's less, if you take out the cost of our call centre."

With the upgrade to Vodafone's One Net Business system, all 54 Clarkson employees were given new mobile smartphones. Calls to landlines also ring on their mobiles and any re-directing is without extra cost, a new routing system on the main office number makes it easier for customers to self-select. Where a member of staff can't take a call, there is personal voicemail.

Benefits

Fewer queues, no missed calls

The result, says Neil, is no missed calls and happier customers: "The customer will get to speak to the right person, first time. When they're not available they'll get to speak to someone in the right department, or through to the personal voicemail. I'm taking calls in France and the customer doesn't even know I'm out of the office."

The biggest impact is out of hours and customers calling in to report an activated fire alarm. Previously, customers would call the contact centre, the call would then be passed on to an engineer. The engineer would make an assessment and decide whether to send out another engineer to visit the site.

"We've now cut out two stages," says Neil. "Customers go straight through to an on-call engineer. We reckon we've reduced response times from 1 hour to 30 minutes – and if you're a Sainsbury's or Tesco store and you have a fire alarm blaring, you want it sorted as quickly as possible."

Vodafone One Net Business makes Clarkson more responsive and less tied to the Surrey head office. Neil says everything is now in place for the business to grow.

"We've ticked along nicely to date but it's time to get out there. There is plenty of opportunity for us."

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

