

Bearmach Case Study

One Net Business (SME)

I'm Graham from Bearmach, and this is the story of how we use Vodafone One Net to service our customers in the UK and Europe within 24 hours.

I've always been involved in cars, I've loved cars since a very early age. I've always been in the parts after market since I left school, but I just love cars, always have done and I always will do I think.

Bearmach was founded in 1958. We distribute Landrover parts across the world. We export to over 130 countries, we stock around 10,000 parts in our warehouse here in Caerphilly.

The car industry has changed dramatically over the last 5 years, particularly with the advent of diagnostics and electronics, which is good news for us because we will sell more parts. A UK order would come through initially to the UK sales team via the telephone. Pretty much everything we do is by telephone. They would check the stock, if it's in stock, then the product is put on to the computer, produces a pick list that comes down to the warehouse, product gets picked and gets shipped out via courier or our own vans.

Really, communication in our business is key. Without communication we do not have a business. Vodafone understood our business very well and we looked at other providers but it was definitely the best solution for us. When we finally decided to go with Vodafone One Net Business, the changes were there from day one. The desk phones and mobiles have been put as one effectively, which means that, you know, you can be contacted anywhere in the world with the same number, and it just keeps the flexibility that we didn't have before. One of the big benefits for us is that if somebody is on the phone it then bounces to the next person who can pick that call up, so customers aren't waiting and the phones just ringing and ringing. So it works through the whole building now if it has to until somebody picks the phone up.

The addition of mobile phones for some of the warehouse staff enables customers to get a much quicker response to enquiries, stocked product etc. The responsiveness enables us to be back to the customer very quickly, and dispatch the order. I think because we don't have any problems you don't think about it anymore, so it does work very well now.

Obviously with the growth of Jaguar-Landrover being so great at the moment, we really ride along that. So we expect big growth there throughout the whole world. We're very happy that we've got a system that will be able to manage that for us and we can concentrate on selling parts.