

# Supplier to construction industry drives sales and saves more than £1,000 each year with mobile working

## Fast facts

### Customer

AL Lintels (Batavon)

### Web site

albatavon.co.uk

### Number of employees

10

### Country or region

United Kingdom

### Industry

Construction

### Customer profile

AL Lintels (Batavon) is a leading supplier of construction goods in the South West of England. The company has more than £500,000 worth of Catnic lintels in stock at its site close to junction 20 of the M5 motorway.

Email: [info@albat.co.uk](mailto:info@albat.co.uk)

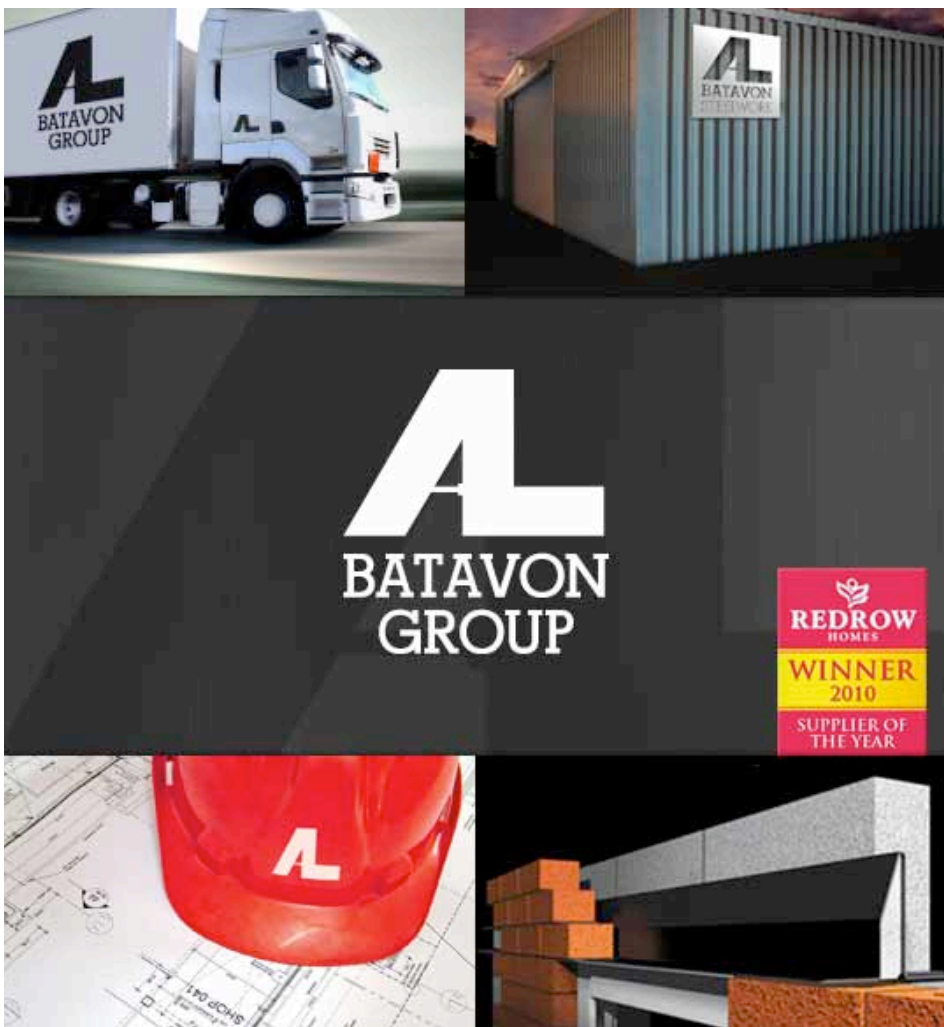
Tel: 01934 835447

Fax: 01934 834657

Twitter: @Batavon

Linkedin: Batavon Steelwork

There's always pressure on suppliers in the construction industry. As Grant Morris, Director of AL Lintels (Batavon), in Bristol, says: "Many orders tend to be last minute in this business." Grant should know as AL Lintels is one of the largest stockists of Catnic lintels and construction-related goods in the South West of England. But rather than get frustrated with the situation, the company has taken a proactive approach to the challenge and developed a new way of working using mobile technology.



"With mobile working from Vodafone, we're reducing journeys because we can work from in the office or while on the move. I've no doubt that this saves us thousands of pounds a year and is increasing our revenue through more sales."

**Grant Morris,**  
Director, AL Lintels (Batavon)

The truth is that the sales force has no problems handling sudden requests because of their mobile technology. Sales representatives can process orders any time of the day, wherever they are. Often, they will be out meeting customers and between meetings they'll read emails and tap into their office systems. It's just as easy for them to check stocks, prices or delivery schedules as if they were back at their desks. "I'll get an email from a customer requesting a delivery and I can confirm prices and delivery times in minutes. I'm not phoning the office and asking people to check things for me," Grant says. "It's about delivering a responsive, high level of customer service."

Mobile technology is really paying off for the business, particularly its use of iPhones and iPads from Vodafone. The company has even set up a surveillance camera in its loading bay, which staff can access with their devices to see what deliveries are going out. Grant says: "I was away from the office as one delivery was being prepared. But I could see that part of an order was missing. I called the guys and they made sure the items were included." It stopped a customer missing his order and saved the company hundreds of pounds in sending out a special delivery. Grant says: "We're not talking sophisticated technology here. We're talking about everyday mobile technology that can really help businesses work more efficiently."

Grant has a close working relationship with the Vodafone Bristol Experience Retail Store, which is his first point of contact for Vodafone services. He says: "We've been with Vodafone for many years and always had excellent connectivity. But the great thing now is we have a Vodafone business advisor who we can meet face-to-face to discuss our business." Today, the company is looking into Vodafone One Net Express – which merges landline and mobile calls.

Grant says: "Our business price plan is already cost-effective and our monthly bills highlight the value we receive. We like the look of Vodafone One Net Express. It would fit nicely with our mobile way of working and deliver some great features such as call forwarding."

In the meantime, AL Lintels is making the most of its mobile devices to drive the business forward. And it seems to be working. "With mobile working from Vodafone, we're reducing journeys because we can work from in the office or while on the move. I've no doubt that this saves us thousands of pounds a year and is increasing our revenue through more sales," says Grant.

For more information, visit [vodafone.co.uk/business](http://vodafone.co.uk/business)