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Joe Dutton, Head of Operational Control, National Tyres and Autocare

*power to you*



## Challenge

**National Tyres and Autocare is the largest independent fast-fit specialist in the UK. It employs more than 1,000 technicians, their expertise ranging from brakes and batteries, to MOT testing and safety inspections. Fixed and mobile communications help employees at the firm to work closely with colleagues and respond quickly to customers. Recently, for example, it gave its sales personnel remote access to email and back-end systems through a Vodafone mobile broadband solution on their laptops.**

The majority of its communications spend, however, is on fixed line telephony. Anticipating a tougher business climate, with intense competition and shifting consumer priorities, National Tyres and Autocare reviewed its operations. Fixed line call costs were more than £200,000 a year, while service levels fell short of expectations. Joe Dutton, Head of Operational Control at National Tyres and Autocare, says: “We had fixed line rentals with one supplier, call usage with another and our handsets with Vodafone. My instinct was to consolidate with one provider.”

Joe saw that this would reduce costs, streamline administration and help generate better insights into expenditure. He also wanted a more responsive service, with hands-on account management.

## Solution

National Tyres and Autocare reviewed several companies that offered to consolidate its communications. After comparing proposals it chose Vodafone, which already supplied the organisation with mobile communications and offered a more consultative approach than its competitors. Joe says: “Vodafone was prepared to go the extra mile and even offered us advice on how to use the cost analysis software provided by our incumbent fixed line provider, which I’d never received before.

Vodafone took the time to understand our needs and proved more than willing to come up with solutions to help us control our costs.”

After discussions with Joe, Vodafone suggested that the company move its mobile users to the Vodafone Business Choice price plan. This would give the company a fixed monthly cost for a bundle of minutes shared by everyone across the business. Crucially for a company that relies heavily on its desk phones, the monthly price also includes unlimited calls to UK landlines.

Based on this experience, and a compelling financial proposal, National Tyres and Autocare also transferred its fixed line rentals and 800 fixed connections over to Vodafone. Joe says: “Because we’ve always had a good relationship with Vodafone, I was certain that they could deliver a better service on fixed lines. What’s more, I could go to the board and say ‘I’m moving our lines to Vodafone’ with confidence because of its strong brand and great reputation.”

The move to Vodafone was seamless and took place over three days. There was no disruption to the business and employees continued working as normal. Says Joe: “The migration was so smooth that, apart from me, the board and the IT manager, no one at the company knew it was happening.”

National Tyres and Autocare has seen improvements in commercial performance since moving to Vodafone as a sole provider. It has cut costs, gained insights into expenditure and simplified administration. Dutton says: “Our profit was actually 15 per cent above plan – the best trading performance we’ve ever put in. Simpler, better managed communications played a big role in achieving this.”

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#### Fixed line costs fall

As well as cutting mobile costs with the Vodafone Business Choice price plan, National Tyres and Autocare has significantly lowered fixed line costs. Dutton says: “Our move to Vodafone for fixed line cut the cost of our fixed lines by 25 per cent.”

Looking to the future, the firm is also talking to Vodafone about making even greater savings by converging its fixed and mobile communications into a unified solution. “We’re considering a unified solution. A number of companies could help us achieve this, but to me Vodafone is in the driving seat.”

#### Improved billing reduces administration

With fewer bills to monitor and manage, it is easier for the firm to gain insight into spending. Since moving to Vodafone, the company has been able to pinpoint cost centres with greater accuracy, increasing efficiency. Dutton says: “With Vodafone I’ve got single billing with rental and usage in one document – and it’s in a format that’s easy to understand and analyse. We can easily cross reference line rentals and usage to identify unused connections.”

#### Single point of contact drives efficiency

National Tyres and Autocare is benefiting from a higher level of customer service. “In the past we had to call different numbers for different issues, and one supplier used to blame the other,” Dutton explains. “With Vodafone we have one number to an account manager. Having that single point of contact really makes a difference in terms of speed and efficiency because we’re talking to someone who knows our business.”

#### Productivity improves

Dutton can now hand over the management of the communications estate and concentrate on other areas of the business. “I can devote more time to my strategic responsibilities because I can rely on Vodafone to react quickly and efficiently to our needs,” he says. The new arrangement has also freed up more time for his colleagues. “People lost time on administration, where they could have added value to the business,” he says. “With Vodafone, that no longer happens.”

## Significant benefits

- National Tyres and Autocare has been able to cut both mobile and fixed line costs. Fixed line costs alone have been reduced by 25 per cent
- By moving to Vodafone as sole provider, National Tyres now has fewer bills to monitor and manage, giving the company a better insight into its spend
- A single point of contact for all telecoms queries means the company now received improved customer service
- The IT department has been able to hand over management of the communications estate to Vodafone, freeing them up to concentrate on more strategic responsibilities

