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power to you



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Tripp was recently described as “the most dynamic brand in the UK market” in an authoritative luggage industry report published by global market researchers Mintel.

Specialising in suitcases, bags and holdalls, including designer brands such as Jasper Conran and Orla Kiely, Tripp is also the exclusive luggage retailer for Debenhams, operating from 114 locations across the UK and Ireland. It also has a thriving online operation.

In spite of the global recession, the London-based company has ambitious plans to expand and increase revenues, which currently stand at around £50 million a year.

To realise its vision the company needs a communications partner that is as agile as its own business - which is why it has worked with Vodafone for four years. Most of its 400 employees use mobile phones, fixed lines, and a virtual private network (VPN) to keep in touch, help win new business and deliver outstanding customer service.

As the business prepares to expand its online retail operations into mainland Europe, it is working closely with Vodafone to ensure that its communications infrastructure remains flexible, effective and powerful – but, above all, simple.

Difficult economic conditions

Henry Kisseih, Director of IT at Tripp explains: “We’re expanding the business every year, in spite of the difficult economic conditions. Employees have different communications needs, so working with a communications partner that gives our employees the power to realise their potential is invaluable.”

Henry explains that the reason for Tripp’s long standing relationship with Vodafone is quite straightforward. “The most important thing is that the service is simple and adapts to our needs as they change, depending on the responsibilities of the employees and the changing communications landscape.

“As the demand for mobile email has grown, Vodafone has constantly offered new and simple solutions for our employees,” says Henry.

The company has deployed BlackBerry® devices for senior executives, while other senior staff use mobile phones to manage messages. Increasing numbers of staff have broadband home connections so that they can work flexibly when away from the company’s London headquarters.

Henry says that Vodafone’s service is both tailored to his business and regularly demonstrates innovation. The company’s stores run single fixed lines that offer Voice over IP (VoIP) calls to sales assistants and other staff.

“Vodafone was really on the ball,” says Henry. “It provided us with the essential infrastructure and bandwidth, but gave us free reign to implement a VoIP solution on top of it.”

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Complete networking solution

A complete networking solution ensures clear communication across the business. “We run a VPN across the fixed lines from our stores to headquarters,” says Henry. “Employees can access our company systems from PCs in store concessions, giving them important inventory and pricing information.”

From sales assistants to senior executives with home broadband connections, people can keep in touch with the business whenever they need to, while cutting the cost of travel and time spent in meetings.

While individual savings may be small, they soon add up. “We now save 25 pence per single analogue line, which reduces expenditure by £37.50 a month. It’s just one of the many ways that this tailored service cuts our costs,” says Henry.

In the current economic climate for retailers, speed of response and flexibility are vital differentiators and Kisseih appreciates that excellent communication is essential to maintain high quality service for customers.

Transparent and simple

“Vodafone is a one-stop shop for all our communications needs. It means that we don’t have to handle multiple relationships from different providers,” says Kisseih. With this in mind, billing is both transparent and simple.

“Our account manager monitors our bills as well and alerts us the moment it makes more sense to switch to a new tariff,” he adds.

“There’s no question that during the past four years working with Vodafone has been critical to the success of our business. Our account manager understands exactly what we’re trying to achieve and most of the time she can provide us with new services with barely a second thought.

“We’re a medium-sized business with big ideas,” he says. “We need partners that understand the scale of our ambition. Vodafone might be a big company, but our account manager makes us feel like we’re the centre of its business.”

Significant benefits

- Employees at Tripp use cost effective communications devices and networks that are tailored to their exact requirements
- Equipped with the latest mobile data, broadband and voice technologies, sales teams and managers can stay in constant touch with clients and key contacts
- Vodafone's simple, transparent service and efficient account management approach keeps Tripp's overheads under tight control
- A complete networking solution ensures clear communication for all – at all times
- An advanced platform supports future expansion, confirmed by a recent decision by Tripp to extend its contract with Vodafone by a further two years

