



Forelock and Load  
is supported as  
they grow

Vodafone  
Business Premier

The future is exciting.

Ready?





**“ My phone is essential to the day to day running of the business. As we grow and develop, it’s important we stay connected. Having Vodafone Business Premier means we’re ready for the next opportunity. ”**

Nick Johnston  
Director  
Forelock and Load



## A specialist countryside retailer

Forelock and Load was always a labour of love for director Nick Johnston. After three years of hard work and dedication, what started out as a derelict farm building is now one of the top specialist equestrian retailers in south east England.

Forelock and Load is a growing, family-run business. To allow the company to develop and thrive, the team need to stay connected and able to respond to customers and suppliers at any time. So having a secure, reliable, and dependable communications partner is crucial.

That's where Vodafone come in. With their Business Premier solution and its range of features designed to support growing businesses, Forelock and Load are ready to face any challenge.



### Challenge

Improve Forelock and Load's day-to-day operations by implementing a phone solution designed specifically for small businesses

Find a solution that can provide on-hand expertise and specialist guidance when it comes to support

Ensure Nick can use his phone abroad without the worry of expensive bills or restrictive data usage

Introduce a solution that can provide a quick and easy replacement service when Nick's phone is damaged or broken



### Solution

Vodafone Business Premier comes with a choice of data and unlimited calls and texts. There are also a range of inclusive benefits that include:

Roaming with Business Traveller means using UK data, minutes and text allowance in 40 countries across the Europe Zone at no extra cost, and for just £5 a day in 60 countries across the World Zone

A Prime Contact, a dedicated UK-based named contact, offering advice, support and continuity

4 hour phone replacement, almost anywhere in the UK with Vodafone Rapid when a phone is damaged or breaks down\*



### Benefits

The solution that lets you stay focused on your business, Business Premier gives Nick the reassurance that he can monitor the business anywhere

With Vodafone Rapid 4 hour phone replacement, should the worst happen to Nick's mobile phone, he knows he can get back up and running quickly

With Vodafone's Prime Contact service, Nick has greater peace of mind that should he need it, he can get the right support

Nick also has cost predictability when travelling abroad with worry-free roaming

\* There are a small number of locations that are not eligible for 4 hour delivery. See the Vodafone Rapid Service Terms for details: [www.vodafone.co.uk/terms](http://www.vodafone.co.uk/terms)

## Keeping connected

Specialising in the equestrian market, Forelock and Load is a country lifestyle shop, selling quality equipment both in-store and online. The company was set up in 2013, and since then has gone from strength to strength.

“We had a redundant farm building and needed another use for it. After a lot of hard work, we turned that building into a country lifestyle shop, which is now Forelock and Load,” says Nick Johnston, Director of Forelock and Load.

As a business, Forelock and Load relies on robust mobile communications. To keep up with the fast-paced world of retail, Nick is regularly travelling, meeting suppliers and speaking to customers.

While on the move, Nick uses his phone for everything business related. “My phone is essential to the day to day running of the business. I don’t use a laptop or a computer, I use my phone for everything including checking stock, email, CCTV and social media,” says Nick.

Nick didn’t have a solution that gave him an accurate cost for roaming. This meant Nick was unsure of how much it would cost him to use his phone abroad and also meant he was uncertain of the bill that would be waiting once he returned to the UK.

That’s when Forelock and Load looked to Vodafone. Designed specifically for business, Business Premier gave Nick the flexibility and reliability he was looking for so he could stay focused on his business.

“Our business never stops, we’re always active and we’re always looking to develop. Having that reassurance that there’s people at the other end of the phone is so helpful.”

Nick Johnston  
Director  
Forelock and Load

## Built for business

Vodafone Business Premier is much more than just a calls and data plan. It’s a solution that comes with a number of features designed to support businesses.

One of these features is Prime Contact. With it, Forelock and Load have a dedicated UK-based adviser on hand to provide advice, support and expertise. A Prime Contact will take ownership of all Nick’s account needs. Whether he wants to add products, discuss his account or fix a technical glitch, the Prime Contact will help him through to resolution.

“Prime Contact is one of the key aspects of Business Premier that I really like. I’ve got reassurance from an individual at the end of the phone,” says Nick.

With Business Premier, Nick can also take advantage of roaming, with inclusive Business Traveller. Now, Nick can use his UK data, minutes and text allowance at no extra cost in 40 destinations across the Europe Zone, and for only £5 a day in 60 destinations in the World Zone.

“It’s really important for us that we can use our phone when we’re in Europe the same as we do when we’re in the UK and not have to worry about extra charges,” says Nick.

A major feature of Business Premier is Vodafone Rapid. As part of Vodafone’s damage and breakdown insurance, Vodafone Rapid is a specialist service designed to get businesses back on their feet as soon as possible by aiming to provide a replacement phone within 4 hours if it’s been damaged or has broken down.\*

## Ready for the unexpected

With Business Premier, Forelock and Load is seeing huge benefits that are transforming the way the company operates and the way staff communicate.

“Business Premier gives us the reassurance that we are more connected. Having Vodafone Prime Contact is important for me as I know there is always someone at the end of the phone, so Business Premier can adapt to suit me as the business evolves,” says Nick.

Nick and the team are also finding the ability to monitor the business from abroad really valuable with Roaming. “Roaming with Vodafone’s Business Traveller is really handy. It’s useful for me to stay in touch with everything at the shop when I’m away.

Recently I was in Paris, where I was looking for different products and opportunities in Europe.

“Thanks to roaming, everyone knows they can call me, no matter where I am. It also means I can keep abreast of everything that’s happening on social media and our website,” says Nick.

As part of his damage and breakdown insurance, Nick has been able to take advantage of Vodafone Rapid too. It was only recently that Nick saw the real benefit of the service, and the lifeline it can provide for small businesses so heavily reliant on their mobile phone to run their business.

“I needed to use Vodafone Rapid recently when I was having a cup of tea with a friend and his dog. I thought my phone was safe in my jacket, until we heard the dog chewing something. Moments later we realised that the dog had completely destroyed my phone,” says Nick.

“The fact that I had Vodafone Rapid was great. It was really easy for me to get the phone replaced, I just called my Prime Contact and within a few minutes I had everything explained and within 4 hours I had a phone delivered to me and I was back up and running. Vodafone Rapid really is one of the best features of Business Premier.

“Business Premier really means for me that we can run the business without any interruption,” says Nick. “It means that I’m ready for the unexpected and that whenever any surprises happen I’ve got myself covered.”

For more information about our products and services go to [www.vodafone.co.uk/business](http://www.vodafone.co.uk/business)

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