

SUPERFAST BUSINESS

Harnessing technology to grow your business



CASE STUDY

Heating business connects with its customers at superfast speed

The Business

South Gloucestershire based Gregor Heating & Renewable Energy specialises in the installation and maintenance of domestic and commercial central heating and renewable energy systems. It has grown to become one of the area's most familiar brands, employing 64 people – many of whom are constantly on the road, fulfilling sales and servicing tasks.

The Opportunity

With a number of major tenders on the horizon and a mobile workforce increasingly hampered by slow connection speeds and inefficient systems, MD Steve Gregor realised he needed to re-evaluate the company's ICT strategy: "To be competitive with larger organisations, we needed to become more efficient in real time, giving our mobile engineers and salespeople access to key systems and information whilst on the move so that they could respond to customers' questions more quickly.

"Our existing system was very slow. Staff on the road were taking a long time to connect via their smartphones and PDAs. Sometimes connections would drop out and the system would need rebooting – a nightmare situation, which occasionally resulted in losing the information and having to start again!"

Support Provided

A meeting with a Superfast Business adviser proved to be the catalyst. After carefully listening to Steve and developing a support plan, the adviser recommended upgrading to high-speed fibre connections at no extra cost and setting up a cloud-based Customer Relationship Management (CRM) system that would streamline communications more efficiently.

Steve was also put in touch with a specialist adviser as part of the plan: "The most important thing was the way in which our specialist got his head around the business very quickly, and understood exactly what we needed the new system to do. When it came to specifics, things happened very quickly. We'd been told by another provider that it would take months to get a high-speed broadband connection. It was down to our adviser's research that we discovered it would only take a couple of weeks – and the impact of the higher speed on



system access and mobility was immediate and amazing. Plus, the process of buying a new CRM system reflected the advantages of the independent advice we'd received from Superfast Business," he says. "We actually paid for two lots of scoping from our prospective providers, and it was surprising how different their responses were. Thanks to our adviser, we were able to ask the right additional questions and make sure that no wool was being pulled over our eyes!"

The Benefits

The main benefits have been reflected in the time employees are saving when it comes to remote access to core systems. Thanks to high-speed connections, they now have reliable, real-time access to essential information, and are able to answer customer queries instantly, without the frustration of dropped connections and lost data. And in practical terms, it also means invoices can be raised more quickly – resulting in faster payment, which is vital for cash-flow.

"You can spend a lot of money on new systems – and salespeople will tell you what they think you want to hear. We make no claim to be IT experts so the chance to hear an independent voice explaining how technology could benefit us and improve our efficiencies was invaluable."

Find out how your business can benefit.
Contact Superfast Business today...

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