



Brigade wanted an **integrated phone solution**

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Brigade



Some businesses rely upon what some deem old fashioned approaches to reach out to customers. Brigade are one such company who place the importance of speaking to customers over the phone as central to their business success. Based in Coventry, they supply embroidered garments to the workwear market and the ability to communicate effectively and easily is invaluable to them.

Challenge

Brigade have been supplying high quality embroidery and printed garments for the workwear market for over 20 years. Their main audience is the school uniform sector, in which they are the market leaders.

Communications are key to how Brigade do business. A lot of their contacts and customers prefer to do business over the phone instead of behind email.

Darryll Bassi, Operations Director comments: 'The nature of the business and the industry means that we are often dealing with people who like to deal with us in the 'old fashioned approach'. Our customers want to speak to us and we still receive orders by fax!

'We sell ourselves on service', says Darryll. Being easily contactable is important not just to be there for our customers but also for generating sales growth.

Solution

Having a robust and reliable telecommunications service is crucial to Brigade.

Air Telecom proposed the Vodafone's One Net package which provides and integrates the landline, mobile and desktop phones in one, cloud-based system. It means calls to landlines are automatically directed to mobiles or diverted to a personal mobile.

By integrating this package, it meant that Brigade would no longer be able to miss a call.

Benefits

Switching to Air Telecom has brought an immediate benefit to Brigade. Darryll continues, 'they came in, reviewed how we were doing things and provided a solution of how we could do things better whilst also making cost savings'.

'Their support is excellent and I had a dedicated Account Manager to hand-hold me through the setup and is now my point of contact through the duration of the contract'.

Developing relationships are integral to Brigade's success. 'Having confidence in our system gives us peace of mind to allow us to concentrate our efforts on other areas like sales growth and re-investing into the business.'

'I'd recommend Air Telecom to anyone that wants to improve their telecommunications process. They provide a refreshingly honest service.'

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