

# Case Study



**Square One**  
**.Network**



<https://www.capstoneconnects.com>

## The Client

Capstone – headquartered in Sandyford, Dublin – is an established B2B telecommunications company that specialises in the deployment, management and support of sophisticated communication networks across multiple global sites, acting as a single international systems integrator.

With offices also in the UK and US, Capstone pride themselves in delivering a service that is collaborative, which can provide the best-fit communication technologies to empower their clients.



## The Challenges

When Capstone first decided to set up in the UK, they were in need of UK mobile numbers. However, Capstone initially had no contacts in the UK to start this process and as result turned to Square One Network for assistance.

Previously when setting up mobiles, Capstone had used O<sup>2</sup> and EE as their mobile providers, but their customer service experience fell below their expectations.

Not having a dedicated account manager meant resolving issues was a time-consuming and often frustrating process, as employees were being passed from pillar to post without proper guidance.

As a result, completing day-to-day tasks such as ordering new handsets for clients were delayed, and affected the efficiency of not only Capstone but also their client's businesses in turn as well.

## The Solution

Square One analysed Capstone's current situation and requirements, and completed a full-set up of all UK mobiles needed. However, Capstone also benefitted from our dedicated support team, as a part of our ongoing service. The Square One Network support team provided Capstone with the assistance they required in the UK efficiently, which meant they no longer had to wait unnecessary hours in call centres; instead, they could perform their tasks with minimal disruption, increasing their efficiency as a result.

Furthermore, once we introduced our own billing platform, Capstone took advantage of this which made the process of being a Square One Network client more seamless. All of their services were on one bill and Capstone also had the added advantage of being able to view all of our services comparably and utilise it as a one stop shop for their needs.

Any future additional mobiles which were needed was an easy process, as Capstone could order a new mobile phone on the day and expect it on the next. This reduced waiting times and increased productivity as a result.

Our experienced and capable customer support staff instilled trust into Capstone which was further emphasised when Square One Network became a member of Enterprise Ireland. Enterprise Ireland is a governmental organisation which is responsible for the development and growth of Irish enterprises in global markets. For Capstone, this gave them an Irish element to their UK operations which added to the excellent customer service they were receiving.

## Conclusion

Previously, Capstone turned to big corporations for their mobiles, but this meant their ongoing customer service was sacrificed by large call centres and long queues.

However, by turning to Square One Network for their UK mobiles, Capstone also had access to our own dedicated support team, which enabled Capstone to increase their productivity in the UK and deliver a higher-quality collaborative experience for their clients.



## Hello, We're Square One

We specialise in tailored telecoms solutions across mobile, fixed line and hosted telephony. Square One is Three Ireland's sole strategic partner for UK communication services. With a wealth of experience in the telecoms market and a deep understanding of customer needs from SME through to Enterprise Business operations, we are proud to be the market leader in providing UK services to Irish businesses.

- ✓ All your communications needs on one bill
- ✓ A flexible approach - we will tailor a plan to work for your business needs
- ✓ A personal touch - our dedicated support team will answer you call on average within 30 seconds
- ✓ Unlike other networks, we do everything we can to help you to avoid bill shock - one of the many reasons for our **91% customer retention rate!**