

# Case Study



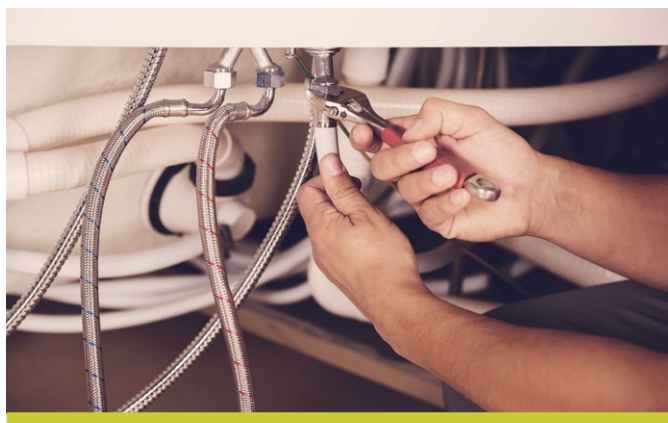
**Square One**  
.Network



## The Customer

Established in 1974, Ron Sims are a respected heating and electrical company based in the heart of Worcestershire and are also Square One's longest standing client, having been with us for 10 years. Believing in values of excellent customer service, quality workmanship, fair prices and reliability, Ron Sims also expect the same level of service from their telecoms supplier.

With over 15 qualified staff and a fleet of 10 vehicles, many Ron Sims engineers work remotely, seeing multiple clients on-site daily. Therefore, business mobiles are required to ensure consistent communication between office and remote staff. In particular, the engineers use WhatsApp to generate quotes quicker by sending pictures of the work needed. Consequently, using instant messaging has improved the efficiency of day-to-day working, resulting in higher levels of customer service.



Before joining Square One, Ron Sims were directly using Vodafone and EE for their business mobiles. Like the majority of business customers, Ron Sims were frustrated with the level of customer care they were receiving. The poor service provided by Vodafone and EE directly impacted Ron Sims' ability to provide the high level of customer service they are known for.

This was because, when issues went unresolved for significant length of time, their communication was affected and the efficiency of their day-to-day operations decreased.

Therefore, Ron Sims required a telecoms provider who could deliver a high level of ongoing customer care and address their problems efficiently and reliably.

## The Solution

In order to do this, we streamlined the management of their business mobiles. Our first step was to move all of the plans on to O2 as this provided them with the best coverage. However, when Ron Sims experienced any service issues, they reported to our dedicated support team rather than O2. This gave them a far more proactive and efficient customer service experience.

The positive effect was instantaneous for their Office Manager, Tracy, as resolving communication issues for both office and remote workers was now an easier process. This enabled Tracy to focus on more important tasks, rather than chasing up providers.

In addition, we also conducted several account reviews over the years in order to determine accurate spend and avoid bill shock. This took the headache out of managing their business mobiles and as a result, the customer experience for Ron Sims was a seamless one.

## Conclusion

By streamlining their mobiles onto one provider and one bill, Square One took the stress out of Ron Sims' telecoms management. They could fully rely on us to keep their communications going, even when issues arose – thanks to our dedicated support team.

As a result of our ongoing customer care, Ron Sims have stayed with Square One for 10 years and are proudly our longest standing customer.