

Case study

Phones 4 Business



Phones 4 Business has been operating successfully all over the South of England, across Wales and the Midlands.

However it was nearer to home in Dorset that the company wanted to expand and break into new markets.

The Poole-based company has been providing telecoms support and installation services to businesses since 2000.

Paul Turner, customer care manager, said its one-stop service means customers only have to make a single call to Phones 4 Business and all their telecoms issues will be dealt with.

With engineers working round the clock, seven days a week, the company is able to deliver solutions quickly and efficiently.

Paul said: "We look at the whole communications structure before selecting, installing and maintaining a phone system which meets the needs of the business.

"We've been operating all over the South of England, but wanted to have a more local presence. Business Link has been really important in helping to make that happen."

The focus is now on winning new business with Weymouth and Portland Borough Council ahead of the 2012 Olympics, to ensure the region is ready for the mass influx of sports fans, tourists and media from around the world.

Business Link adviser David Pitfield has brokered contacts with key people co-ordinating local activity in preparation for the Olympics, after Paul admitted the company found it difficult to know who to approach.

BUSINESS ISSUES

Business Link adviser David Pitfield has been working with Phones 4 Business for just over a year to analyse the company's potential for growth and help identify new business opportunities in Dorset. He has also provided advice to Phones 4 Business in the development of a new website to help it achieve its ambitions.

SUPPORT FROM BUSINESS LINK

David has been heavily involved with the company on a number of levels. His review of the business identified training requirements and he has given ongoing support in this area, along with providing valuable local authority contacts and highlighting events on the tendering process and the 2012 Olympics which were of particular interest to the business.

Paul said: "David has kept us informed about events taking place at County Hall which have enabled us to meet the right people and discuss the communications needs of the tourism and leisure industry. During the Olympics, there will be lots of people from around the world staying at hotels and B&Bs across Dorset and they will expect broadband and wi-fi facilities. This represents a real opportunity for us."

David has also been able to put Phones 4 Business in touch with Team Dorset, the organisation set up to ensure Dorset benefits from hosting part of the Olympics.

He said: "We've undertaken a website and talked about how Phones 4 Business can potentially assist businesses looking to improve their services in the run up to 2012.

"Business Link's support is not just about an annual review of the business – it's also about providing regular contact and support to discuss progress and how we can help on an ongoing basis."

EVALUATING SUCCESS

Over the past nine years, Phones 4 Business has enjoyed steady growth and now employs five staff, supported by a team of temporary workers.

The company believes it has been able to weather the recession because of its broad customer base which ranges from big businesses to sole traders.

Turnover was around £300,000 last year but the company is looking to improve on its performance this year.

Paul said: "I think things are improving. Companies which didn't want to spend money in previous months, are now ready to talk to us and the number of enquiries has risen significantly."

FUTURE PLANS

Further growth is on the cards for Phones 4 Business which is hoping to be at the forefront of telecoms support for Dorset businesses in 2012 and beyond and achieve a turnover of £500,000.

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