

**TalkTalk
Business**



"Since moving our mobile contract to TalkTalk Business the improvement in administration has saved both our IT team and our accounts department significant amounts of time and effort."

IT Manager, Toolbank

TOOLBANK
||| ||| EXPRESS

talktalkbusiness.co.uk

0800 954 5707

Lines are open Mon-Fri 8:30am - 6pm



Challenge

Saving costs and meeting future requirements

As one of Europe's leading specialist distributors of hand and power tools, Toolbank was keen to equip its sales force with the mobile technology they needed to do their job while keeping a keen eye on costs. Unlike its existing mobile contract, Toolbank was keen that individuals' user habits were taken into account when calculating costs, while service levels were also a priority.



Solution

Mobile

As an existing MPLS customer, TalkTalk Business already had a good understanding of Toolbank's business and by carrying out an audit of individual salespeople's usage, it was able to identify significant differences in user habits. This meant TalkTalk Business was able to tailor a package to meet Toolbank's needs, while Toolbank also benefited from top tier customer support.



Benefits

Savings of between £400-£500 a month

Increase in airtime minutes from 24,000 to 30,000

Flexibility to offset minutes against hardware

Toolbank's sales force who make use of 3G to complete CRM tasks are free to do so

IT and accounts department benefits from more efficient administration



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The challenge



Leading the way

Toolbank is one of Europe's leading specialist distributors of hand and power tools. As well as a significant online presence, Toolbank works with leading independent DIY retailers and the world's leading manufacturers. With a sizeable field-based sales force, Toolbank was keen to ensure its employees had access to the mobile technology they needed to do their job effectively and efficiently, while also keeping a close eye on costs.

Mike Goldsmith of Toolbank explained: "Anecdotally, we were aware that individual salespeople used their mobiles in different ways – some made extensive use of 3G to complete Customer Relationship Management (CRM) tasks in the field, while others restricted their use to mainly phone calls.

"Obviously, this meant that it was inefficient to keep all staff on the same tariff but equally we didn't want to stop people using the internet functionality for business purposes, which meant we were keen to explore alternative pricing structures."

In addition to this, Toolbank was also keen to ensure both its end users and its IT team received a high level of service and efficient, fuss free, administration.

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The solution



In order to identify the most cost effective package for Toolbank, TalkTalk Business first carried out an audit of individuals' phone usage over a three month period in order to identify the most cost effective tariff for each employee.

Armed with this information, TalkTalk Business was then able to devise a bespoke package of hardware and airtime, tailored to meet Toolbank's needs with the overall aim of reducing costs.

Mike commented: "This approach meant that we had a better understanding of how our people used their phones, which in turn meant we could be confident that we were getting the best possible value for money."

TalkTalk Business was also able to offer Toolbank an impressive service package including access to a dedicated customer service team, quicker response times, and a named desk-based contact. Mike continued: "As an existing MPLS customer, it is probably fair to say that it would be simpler for us to reduce our number of suppliers and to move our mobile contract with TalkTalk Business, but there is no way we would have gone ahead if we weren't convinced both the package and the service level was right for us."

"This is a significant amount of money for us to save a year, but what's even better is that we have the capacity to review this arrangement in the future, ensuring it remains in line with our business needs."

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The benefits



TalkTalk Business successfully managed the transfer of Toolbank's mobile portfolio to TalkTalk Business, which as Mike explained was seen as a significant hurdle by some at Toolbank: "For us internally it was important that this part of the project went ahead with the minimum of hassle, which meant everything from porting numbers and updating billing systems, to ensuring sales staff received their handsets on time, needed to go smoothly and to plan. I'm pleased to say that TalkTalk Business managed the changeover very well and things have continued in the same vein."

Toolbank now benefit from 30,000 minutes of airtime, increased from 24,000 under its previous agreement, with the addition of a flexible hardware fund to be used for new devices or offset against airtime charges in the future. In addition, Toolbank is also realising cost savings of around £400-£500 per month, which equates to between £4,800 and £6,000 per annum.

Mike continued "This is a significant amount of money for us to save a year, but what's even better is that we have the capacity to review this arrangement in the future, ensuring it remains in line with our business needs."

"Another real benefit has been an improvement in service levels, since moving our mobile contract to TalkTalk Business the improvement in administration has saved both our IT team and our accounts department significant amounts of time and effort."

Get in touch and see how we can transform your business

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