

→ CASE STUDY 🔍



Portway Domestic Appliances

SCG help Portway Domestic to reduce costs and maximise efficiency.



BUSINESS CHALLENGE

- In the late nineties, Portway were experiencing several issues which led it to rethink its telecoms provider. Firstly, as the business grew the costs of its calls and lines began to increase dramatically. The provider at the time was not proactive in identifying cost cutting solutions tailored to the needs of the business, resulting in Portway paying too much for its existing telecoms system.
- The incumbent was also hard to deal with – being both slow to identify and fix technical issues with the existing systems. This led to frequent down-times in the telecoms infrastructure and Portway customers being unable to contact the sales team. As the company became larger it was clear that the existing infrastructure was unable to cope with both the number and demands of its users.

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THE SOLUTION

The first priority was to control and minimise costs by switching the company's calls and lines to a cost effective alternative. SCG were quickly identified as the preferred supplier due to its ability to provide “a more personal service whilst providing cost savings on both our line rentals and calls” says John Bainbridge, Operations Director at Portway. The next step was to look at the phone systems themselves and how the reliability could be improved to create a new infrastructure that could adapt to the ever-changing needs of the business.

THE BENEFITS

Portway say that the benefits to the business have been huge since switching to SCG. “We've reduced our calls and lines costs by an average of 30%” says John, “and the robustness, flexibility and expandability of the NEC Aspire system has really paid dividends” he claims. With down-time now virtually “non-existent” the management team are able to concentrate on the business and delivering customers with an unparalleled customer service. The benefits also extend to staff who, despite being based out in the field, are able to operate as a single unit and feel part of the head office team.

In fact, Portway has been so impressed with the service provided that they have since moved the company's mobile phone contracts to SCG in addition to installing an array of system handsets, headsets and call loggers. John concludes “they really understand the needs of our business and simply take care of everything for us – leaving us to focus on our customers.”