

Case Study



Laddaw®

Coalville, Leicestershire

Fact File

The UK's leading supplier of vehicle glass

35,000+ calls to headquarters each month

A vision of a truly integrated network of systems

The need for a low maintenance and adaptable telecoms solution



Laddaw's Coalville headquarters

**ANGLIA
TELECOMS**

Telecoms solution proves to be a catalyst for greater business efficiency

Laddaw Ltd is the largest supplier and distributor of automobile glass in the UK and Eire. A part of the global Belron group, which is the biggest vehicle glass replacement company in the world, and a sister company of Autoglass UK, the business has 17 branches across the country and a purpose-built headquarters and warehouse in Coalville, Leicestershire. But relocation to the new headquarters highlighted the need for a telecoms system that would provide greater functionality and at the same time be adaptable and low maintenance.

When Laddaw Ltd - the UK's leading vehicle glass wholesaler and distributor - decided to relocate their headquarters to new purpose-built premises in Leicestershire, their existing telecoms system came under scrutiny.

It offered few functions and yet demanded on-going high maintenance. A lack of support from its provider compounded the problems and meant an alternative had to be found.

Faced with this challenge were IT Manager Steve Monks and Independent Telecoms Consultant David Moore.

Steve said: "We had a vision of a low maintenance system which would be adaptable and could eventually connect headquarters and the 17 branches together easily and cost effectively.

"Although we were looking at the system lasting around five years, we wanted it to be flexible enough to be able to integrate upgrades and additions easily rather than the company having to change the whole thing every few years.

"We spoke with Anglia Telecoms, who had previously installed telecoms systems into two of our branches, and we found their focus to be exactly where we wanted it to be. They recommended a Siemens 3700 HiPath system and this fitted the bill perfectly."

With the company headquarters handling in excess of 35,000 telephone calls each month, it was essential that whatever solution was

offered, it would be seamlessly installed and quickly up and running.

David explained: "We needed the system installed before we moved into the building, so that it would be operational and ready to use immediately.

"Overall Anglia Telecoms were, and continue to be, superb"

Steve Monks,
IT Manager.

"Anglia undertook the installation without any problems and despite other transitions that were going on at the time, the new telecommunications system operated perfectly from day one.

"The system installed was one we are confident will develop with us and, importantly, is based on a platform which is both practical and flexible enough to deal with our future needs."

The system installed at the company's headquarters boosts other important benefits which were unavailable with the company's previous telecoms system.

"We now have features such as voicemail, caller ID, and the ability to set up flexible call handling plans," said Steve.

"Of the 100 plus extensions we have throughout the building, we also have approximately 30 cordless DECT telephones in the warehouse that share all the functions of the desk-top telephones.

"These functions, and those of the system as a whole, have made a huge difference to the company.

"We now have traceability of calls and can precisely monitor how the system is being used and the calls we receive and make.

"This enables us to constantly improve telecommunication processes to make us as efficient as possible."

David added: "Since we relocated to the headquarters, the business has already changed and evolved for the better.

"The telecoms system evolves with us and in many cases has led that evolution.

"In one department where staff have to answer incoming calls quickly, the new system has made a huge difference simply because we were able to match hunt groups and other functions to increase efficiency.

"The ability to change the system to respond to business needs is a significant benefit, and for the first time we are seeing how an effective telecommunications system can actually help staff and make the company more proactive."

Thanks to the adaptability of the new system, Laddaw is now planning big changes for the future.

Steve explained: "We now regard our telecoms system as an effective corporate tool with huge potential.

"So far we have just used the tip of the iceberg in terms of its functionality, but the possibilities are almost endless.

"We can look forward to installing Siemens systems in the rest of our branches, each of which handles more than 3,000 calls a month, to create a truly integrated telecoms network.



Laddaw's IT Manager Steve Monks

"We are already preparing to handle the branches overflow calls, and introduce a linked extension numbering system that will work in any branch throughout the country, once the systems are in place.

"And because we can establish our own virtual private network (VPN) we will be able to also look forward to significant call cost savings which will make a big difference."

He concluded: "Overall Anglia Telecoms were, and continue to be, superb.

"Everything from the technical side to the on-site phone training they provided, has been excellent.

"Their whole service package was outstanding and they delivered everything they promised.

"What's more, they identified all costs up front so there were no nasty surprises further down the line.

"They delivered the adaptable, low-maintenance system we wanted and have enabled us to embrace business changes and implement processes that make us work better and smarter.

"We would have no hesitation recommending Anglia to any company."

The features of the Siemens HiPath 3700 system installed at Laddaw's headquarters include:

More than 100 telephone lines possible with up to 350 digital extensions available.

Integrated voicemail facility.

Call reporting ability.

Availability of a cost effective range of handsets.

Centralised PC based switchboard.

Voice-over-IP ready system.

Adaptable and expandable.

Ability to establish virtual private networks.

Laddaw also has other, fully-compatible Siemens HiPath systems installed in their Sheffield, Barking and Bedford branches.

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ANGLIA TELECOMS

Gateshead Close, Sandy, Bedfordshire, SG19 1RS.

T: 08451 668 760 / F: 08451 668 761 / E: info@angliatelecoms.co.uk

www.angliatelecoms.co.uk