

## CASE STUDY: BOWKER BMW

### THE SITUATION

Bowker BMW has been located in the North West for over 25 years and operates 2 dealerships (based in Blackburn and Preston), which have grown significantly over this period into highly successful businesses. With growth comes the challenge of keeping in contact both internally and with customers. This falls into two key areas:

- Senior Management contact when away from base
- Managing business communication costs

### THE SOLUTION

With the increased use of email communication, it was felt that a solution was required to meet both voice and data needs. With this in mind, they approached Neil Howard Telecoms, who have managed their account for a number of years, to discuss the options that were available to them.

"It was agreed that providing Blackberry devices to selected individuals would provide an excellent means of keeping in touch whilst away from base and improving time management. For those that carry a laptop, a number of 3G data cards were also suggested providing high speed capability for downloading and viewing documents."

### THE RESULT

The Blackberry devices enable their senior management team to view and react immediately to any business critical situations when away from the office while the 3G data cards provide a quick and efficient method of viewing, downloading and sending larger documents that the Blackberry cannot handle. To further increase cost efficiency, the majority of those using a Blackberry now use this device as their sole means of communication for voice and email.

"We appreciate the speed of response to any queries or additional requirements we have and are always dealt with courteously and professionally by Neil Howard Telecoms." **Paul Bowker - CEO - Bowker Group**

### HOW BOWKER BMW AND NEIL HOWARD TELECOMS WORK TOGETHER

By understanding Bowker BMW requirements, Neil Howard Telecoms were able to offer a solution to their needs, provided in the most cost effective way possible from an initial and ongoing perspective, as the Blackberry devices are now linked to their voice tariff. This provides Bowker BMW with free calls between company mobile users and also to their switchboard at the Blackburn and Preston sites.



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**Paul Bowker - CEO - Bowker Group**



Neil Howard Limited

Units 1 & 2, Lower Philips Road, Whitebirk Industrial Estate, Blackburn, Lancashire BB1 5PG

Tel: 08702 646464 Fax: 08700 606070

Web: [www.neilhoward.co.uk](http://www.neilhoward.co.uk) Email: [enquiries@neilhoward.co.uk](mailto:enquiries@neilhoward.co.uk)

### ABOUT NEIL HOWARD TELECOMS

Neil Howard Telecoms was established in 1985, with over 20 years experience in telecommunications.

How can we help you?



VOICE



LANDLINE & IP TELEPHONY



DATA



VEHICLE TRACKING