

CASE STUDY: JAMES HALL & CO (SOUTHPORT) LTD

THE SITUATION

James Hall & Co (Southport) Ltd traces its roots back to 1863 when founder James Hall opened a bacon cutting business and retail shop in Southport, Lancashire.

They are

- One of 6 SPAR Wholesalers throughout the UK.
- They cover all areas from Manchester up to Scotland encompassing 500+ stores.
- The business philosophy of the company has been to provide both a comprehensive range and quality and of service.

The mileage involved in such a large area means that their Regional Manager may only be in the office once every 3 weeks for the Sales meeting. This could mean that paperwork was lying about for 3 weeks without being processed. Previously, all their communications had been carried out by the mobile phone, but this was not really compatible with working practices.

THE SOLUTION

They then heard about the 3G datacard which had just been launched by Vodafone. This appeared to be the solution to their remote working problems. As a result, they contacted Neil Howard Telecoms, who had managed their mobile account for over 10 years, to seek further assistance.

“They had their own “in-house data specialist” which made the enquiry much easier. From there everything was straight forward.”

“The real jewel in the crown for Neil Howard is what we know to be service of a uniquely high and consistent level. The value of this service should never be underestimated. We always expect good service but on occasion ask for much more than that. Neil Howard understands the mobile business, they understand our business and they deliver”

Terry Smithies – Technical Services Manager

THE RESULT

Rather than paperwork lying around for any length of time, it is now possible to process this along with many other operations.

These include:

- company intranet
- placing orders
- stock situations
- spreadsheets



The initial trial was carried out by their Sales Director for a period of 4 weeks. The general feedback was good. He found that he could now access information and work from virtually anywhere; home, train, hotel and in the car. He found this working practice to be ideal for real time information.

There were two deciding factors:

- There was no comparable technology
- It was a fixed cost which meant they were in complete control

- presentations
- e-mail

James Hall & Co have been using the data cards for several months now and we are beginning to see improvements in working practices:

- There is less travelling
- An improved flow of real time information

For a relatively small amount they now have full centralised control and management, faster working practices and an improvement in customer service levels.

HOW JAMES HALL & CO AND NEIL HOWARD TELECOMS WORK TOGETHER

“Having worked with Neil Howard Telecoms on this project for several months now, I would say that they provide a competitive pricing policy backup with a high class service.”



Neil Howard Limited

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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