

# Now you can make your organisation more responsive with One Net Business

Find out how we helped Clarkson Safety Services improve their response times



## Safe and sound

When a fire alarm goes off, one of two things can happen. If there's a fire, the fire brigade will be on its way. If it's a false alarm, the service engineers are called to sort it out, they check for faults and repair the system. Either way, it demands a rapid response. Clarkson Safety Services designs, installs and maintains fire alarm systems for some of the UK's biggest retailers. It wants to respond faster to customer calls, and to create a more mobile team of engineers.



## The Challenge

### Raised expectations

Clarkson Safety Services was formed by a husband and wife team in a shed in Surrey. For the last 40 years, the business has grown with its customers. It is the exclusive supplier to both Tesco and Sainsbury's, two of the UK's largest and most influential retailers. "Sainsbury's was one of our first customers," says Neil Shrubsole, Managing Director. "As they've grown, we've grown. We're in over 1,600 Sainsbury's stores and petrol stations. They're a great customer and we go out of our way to make sure they get the best service possible."

2014 was a big year for Clarkson. It was acquired by DEF, a French firm with global ambitions, and moved into new offices. This means Neil and his team can't afford to be out of reach. There is constant dialogue between Clarkson and DEF, and a heightened focus on customer service expectations. "I'm now out of the office half the time and I'm in France

twice a month for meetings," he says. "With the move to a new building and DEF's promises of investment, we saw an opportunity to upgrade our communications systems. We have new phones, a new telephone system and a far superior communications system that actually supports the business – for no extra cost. It means we now never miss a call.

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Customers go straight through to an on-call engineer. We reckon it's saved 15-30 minutes on response times and if you're a Sainsbury's or Tesco store and you have a fire alarm blaring, you want it sorted as quickly as possible.”

**Neil Shrubsole**  
Managing Director  
Clarkson Safety Services

## The Solution

### An upgrade at no extra cost

Vodafone One Net Business delivers landline, mobile and desktop communications in one system. "When I heard about it, my first reaction was 'how much is that going to cost?," says Neil. "Turns out One Net Business doesn't cost any more than having separate landlines and mobiles from two different providers. In fact, it's less if you take out the cost of our call centre."

With the upgrade to Vodafone's One Net Business system, all 54 Clarkson employees were given new smartphones. Calls to landlines also ring on their mobiles and any re-directing is without extra cost – a new routing system on the main office number makes it easier for customers to self-select. Where a member of staff can't take a call, there is personal voicemail.

## The Benefit

### Fewer queues, no missed calls

The result, says Neil, is there are no missed calls and happier customers: "The customer will get to speak to the right person, first time. When they're not available, they'll get to speak to someone in the right department or through to the personal voicemail. I'm taking calls in France and the customer doesn't even know I'm out of the office." The biggest impact is out of hours and customers calling in to report an activated fire alarm.

Previously, customers would call the contact centre, the call would then be passed on to an engineer. The engineer would make an assessment and decide whether to send out another engineer to visit the site. "We've now cut out two stages," says Neil. "Customers go straight through to an on-call engineer. We reckon we've reduced response times from 1 hour to 30 minutes – and if you're a Sainsbury's or Tesco store and you have a fire alarm blaring, you want it sorted as quickly as possible." Vodafone One Net Business makes Clarkson more responsive and less tied to the Surrey head office. Neil says everything is now in place for the business to grow. "We've ticked along nicely to date but it's time to get out there. There is plenty of opportunity for us."

## Why Vodafone

- Using One Net Business, calls can be redirected so staff never need to worry about missing a call and customers are provided with a consistent service.
- Better account management by bringing together fixed lines and mobile onto one simple contract.



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## Clarkson Safety Services

Formed in 1974, Clarkson has grown to become one of the UK's largest independent, fully accredited National Fire Safety Business's.

[www.clarksonsafety.com](http://www.clarksonsafety.com)

**For more information on our products and services,  
please go to [www.vodafone.co.uk/business](http://www.vodafone.co.uk/business)**

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