

BOWENS TIMBER & BUILDING SUPPLIES BUILDS BUSINESS WITH OPTUS.

CASE STUDY SNAPSHOT

Client

Bowens Timber & Building Supplies

Sector

Building and Construction

Services

- > 'yes' Business Smart 50+ \$79 mobile fleet plan
- > Optus Mobile Broadband (OMB)
- > BlackBerry Enterprise Server (BES)
- > Optus One Office MultiLine service
- > SMS Broadcast

Benefits

- > Improved business flexibility and mobility
- > Improved work/life balance
- > Enabling superior customer service delivery

Client testimonial

"The Optus BlackBerry solution saves me on average two hours a day. I can connect and collaborate wherever and whenever rather than having to wait until I return to the office. This capability is critical to the management team and for me personally, especially when I am not in the office for any more than 20 hours a week."

Mark White
CIO



Founded in 1894, Bowens is a family run business that has grown to become the premier supplier of timber, building and hardware products to the Victorian building trade and the ever growing do-it-yourself retail market.

Since its inception Bowens has built its business on the good old-fashioned qualities of friendly and knowledgeable service, integrity and value for money. Today, the company services a mix of high volume, small renovators & the commercial market

A Business Built on Customer Service Excellence

As a business that relies heavily on mobile working, around 100 of Bowens' 600 employees spend a considerable amount of their time on the road, working across 16 operations.

"The Bowens business isn't office bound, our sales team is mobile and our office workers are service orientated. Our sales force makes 30 per cent of their mobile calls back to the office with the remaining 70 per cent of their calls used to service their clients," said Mark White, CIO of Bowens Timber & Building Supplies.

Previously with another service provider on a corporate contract, the timber and building company identified the need for a telecommunications partner that could ensure its commitment to customer service and responsiveness was being met.

With the customer service mantra a cornerstone of Bowens' success, the company required a cost effective, business specific offering tailored to its needs.

Optus: provisioning mobility and flexibility – saving time every day

In October 2005, Bowens decided to switch to Optus based on the strength of its business offering and for its reputation in providing a reliable mobile service and delivering excellent customer service. With local business support critical to Bowens, the company has the bulk of their account on mobiles predominantly for voice and text. For their management team, they have the BlackBerry Enterprise Server (BES) solution and Mobile Broadband, Optus One Office multiline services - all with a complete hardware refresh.

'yes'
OPTUS

BUSINESS

“We’ve partnered with Optus for nearly 5 years now and are pleased with the benefits the company’s solutions and services have delivered to our business.”

Mark White, CIO
Bowens Timber & Building Supplies



The Optus BES solution was initially rolled out to the senior management team as an on-the-go communication tool, incorporating mobile and email products in one.

“This solution has successfully allowed us to gain access to our emails instantly and increase our communications both internally and externally, dramatically mobilising the management team,” said White.

The second stage saw the rollout of BlackBerrys to branch managers and some key users in the sales team in order to improve delivery and reduce operational costs by increasing mobile worker productivity.

“The BES solution saves me on average two hours a day. I can connect and collaborate wherever and whenever rather than having to wait until I return to the office. This capability is critical to the management team and for me personally, especially when I am not in the office for any more than 20 hours a week,” said White.

Internal and External Communication are Key

Because our business is based on providing a high level of service to our customers, we require communication services that offer flexibility, mobility and reliability and Optus does just that,” said White.

“The flexibility of the Optus One Office Multiline plan provides the company with unlimited free calls from office to office and office to mobile fleet.”

Since the shift to Optus, the company has been able to effectively communicate on the move both internally within its business, and externally to its customers and potential customers.

“The transition to Optus has been very smooth, Optus has ensured that we have a dedicated person internally for any support queries whilst our local business specialist team has been key.”

“We talk with our local business specialist on a regular basis for advice on how to better save money, new products and solutions from Optus and on contract equipment and warranty matters. We couldn’t ask for a better business partner. Having a local business contact is paramount to us.

“We’ve partnered with Optus for nearly 5 years now and are pleased with the benefits the company’s solutions and services have delivered to our business. The very nature of our business means that we will always consider equipping our sales force with the right mobile technologies to enable them to communicate more effectively and cost efficiently,” concluded White.

To find out how Optus can help you increase productivity through innovative communications solutions, contact your Optus Business Consultant.

Call 1300 408 628 or visit optusbusiness.com.au



BUSINESS