Case Study

Introduction

Rawlplug strengthens its business communications using Tela and Vodafone Business UC

Rawlplug Ltd, part of the Rawlplug Group, is a globally present manufacturer of fixing solutions and tools.

Founded in Glasgow in 1910, Rawlplug has expanded into a global entity, employing over 2,000 people in 15 countries. With an annual turnover exceeding £23 million, the company holds a significant market position and boasts an extensive portfolio of over 30,000 products used across the construction industry; from engineers, to trade professionals, to DIY enthusiasts.

Solution
Business Mobile Solution
Unified Telephony Solution
Connectivity

Sector
Manufacture of wire products, chain and springs

Location
Glasgow, Scotland

URL
rawlplug.co.uk

Video Testimonial
https://youtu.be/uduuwhiWNrc



Number of users

32 Vodafone Voice and Data
25 VBUC users

Network provider & tariff

Vodafone Business Evolve
SoGEA Connectivity

The Challenge

Rawlplug grappled with recurring technical challenges and outages with their landline infrastructure, confronting daily issues which were exacerbated by their previous supplier's subpar customer service. The inadequacies in service led to prolonged resolution times for these persistent problems. Compounding these issues further, their business mobiles faced inadvertent blocking on a weekly basis.

The amalgamation of these issues underscored the critical need for a reliable solution that would enable Rawlplug to deliver the customer service experience they knew their customers deserved and which they wanted to provide.



"After exploring Rawlplug's current telecoms setup, it was clear their existing provider lacked communication and accurate billing across mobile, landline, and connectivity. We identified the Vodafone Business UC powered by Ring Central as the ideal solution for their fixed line, along with optimised Vodafone mobile plans and integrated connectivity within the VBUC system, ensuring a seamless and reliable experience."

Andy Groves , BDM, Tela.

The Solution

The Vodafone Business UC (VBUC) telephony system proved to be the perfect solution for Rawlplug's communication needs. This solution reflected a commitment to enhancing communication, fostering collaboration, ensuring adaptability, streamlining operations, and boosting effectiveness. It also introduced greater flexibility for customer service and digital transformation management. What truly set VBUC apart was its comprehensive functionality, all delivered for a transparent monthly fee.

Central to Tela's offering was the seamless integration of competitive pricing with dedicated support. This ensured a wise investment for Rawlplug, delivering exceptional value in return. Combining VBUC telephony with SoGEA connectivity solutions resulted in a significant improvement in both speed and reliability. Tailored to meet the needs of both employees and customers, this enhanced efficiency and eliminated frustration for everyone involved.

The migration process was meticulously planned and executed, guaranteeing a smooth transition from Rawlplug's problematic systems to Vodafone's robust VBUC solution. The new telephony system was designed with user-friendliness, reliability, flexibility and multi-integration capabilities in mind, perfectly aligning with Rawlplug's diverse communication requirements.

"The fact that there's no downtime anymore is definitely one of the main features of the VBUC system that has made our daily operation more efficient. This eliminates frustration for our team, customer service, and our customers."

Danielle Reid, Customer Service Manager, Rawlplug.



The Outcome

The switch to Tela has been transformative for Rawlplug. The company now enjoys an exceptional level of customer service, characterised by clear communication and swift issue resolution. The seamless transition of both mobile and landline systems underscores Tela's commitment to a smooth onboarding experience.

Most impressively, the new landline system has exhibited an astonishing zero downtime since migration, a stark contrast to the daily issues they previously faced. The mobile solutions transitioned without a hitch, eliminating the frequent, unwarranted blocking problems.

Tela's customer support has emerged as a significant asset. Their prompt and efficient assistance has streamlined query resolution, making the process notably easier and less time-consuming for Rawlplug. This high level of support further enhances the overall positive experience with Tela's services.

By choosing Tela, Rawlplug has not only resolved their longstanding technical challenges but also secured a reliable, customer-focused telecommunications partner. Their communication infrastructure is now fortified, enabling them to focus on what they do best - delivering top-tier fixing solutions to the construction industry.

Transformative solution for Rawlplug

> *"Since moving to Tela, what has impressed us most is the exceptional support we've received. Their help transitioning us from our previous provider was absolutely outstanding. The time and effort the Tela team has put into Rawlplug has been amazing. They've gone above and beyond anything we could have possibly expected. Moving to Tela was a fantastic decision for Rawlplug, and we're 100% happy with them. We would recommend them to everyone."*

Cherie Lavery
Supply Chain Manager
Rawlplug Ltd

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When it matters.

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