

## Crystalline bring greater control and increased efficiencies to BG Timber



BG Timber Limited was founded in 1998 and supplies a diverse range of timber, MDF, Thermowood, Decking and associated products to commercial businesses, trade and the individual DIY market. Over the years it has broadened its product offer by importing and machining hardwoods and softwoods, as well as venturing into the door and window market.

Headquartered in Hitchin, Hertfordshire, it employs 12 staff to run its offices, trade counter and yard. BG Timber has a loyal and expanding customer base, many of whom have been trading with them since its formation.

Beverley Hutchinson is the Financial Director for BG Timber and responsible for contract renewals and maintenance for mobile telephony within the business. Each member of staff had their own contract and no renewal date was the same. Any time a phone was damaged or faulty she had to deal direct with the provider to sort out any problems which was very time consuming and inefficient. On top of that, with the fast moving pace of the mobile world, she was never sure she was getting the best possible tariffs from their provider, O2.

In 2008, Beverley was contacted by Kristian Torode, Managing Director of Crystalline Communications to see if he could carry out a review of their existing mobile environment to gauge whether it would be possible to offer efficiencies over and above their existing agreement.

Crystalline carried out a thorough investigation and concluded at that time, Orange offered the best rates and tariffs for BG Timber's business and was able to offer all the handsets under one contract, streamlining the renewal date and offering one bill per month rather than many. It also meant that staff were still able to choose their own handsets, with management opting for Blackberry which they didn't have before, enabling them to always being contactable by the office and customer base.

Beverley gets regular, three monthly visits from her Account Manager, Justin Conneff and as a result has just been advised they would now be better off switching to a Vodafone contract, mainly due to the geographic coverage they require.

Beverley said "Crystalline's customer service and attention to detail is superb. I really take it for granted I no longer have the day to day hassle of sorting out everything from damaged or stolen phones to constant contract renewals. It means we stick to what we do best and leave everything to do with our mobiles to Crystalline".

She went on to say "All I have to do is make one phone call to Crystalline and I know it will all be sorted out swiftly and efficiently".

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