

Crystalline brings improved efficiency to the Maurice Phillips Group



Maurice Phillips was established in 1934, employs 30 staff and is positioned as a leading home and lifestyle business. The Group provides retailers with quality textile and electrical goods, coupled with complete supply chain management, including design, development, sourcing, quality control, logistics, warehousing and category management. As a result, they have leading high street names in their customer portfolio including BHS, Argos, Tesco, Sainsburys.

Before engaging with Crystalline Communications the Maurice Phillips Group were using two different mobile network providers with different tariffs and had multiple types of handsets, all with different functionality. This often resulted in employees needing to carry two handsets to get the right level of functionality for their job role. It also meant that it was very time consuming for the Accounts Department to ensure the business was keeping a tight reign on its mobile telephony costs, especially as some staff utilise roaming tariffs on a regular basis.

In 2008 the company decided it needed to have a full review of requirements, tariffs and functionality. Daniel Osborne, Maurice-Phillips' Financial Accountant said, "I'm always getting calls from companies wanting to see us to talk about our communication systems, but I was particularly impressed by Crystalline's initial approach to resolving our problems as they helped us understand the full implications of any changes before we made any decisions".

"Crystalline undertook a thorough analysis of what type of traffic was being used, when and where. They were then able to best advise us on the right mobile operator and handset functionality required for each user and has kept in regular contact ever since to ensure we continue to get the best deals."

The value Crystalline has added means that Maurice-Phillips now need ever only make one call to us to deal with any enhancements or problems – even if it's simply to add roaming minutes for their staff travelling overseas. They now have half the original number of handsets in the business, are with one operator, Vodafone, who offer the most competitive tariff for their particular business, and receive only one bill each month which has halved their paperwork and allows them to keep a much tighter track on costs.

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From a staff morale point of view, employees were really pleased to take delivery of a new handset and have access to the latest technology. From a business point of view Maurice Phillips are pleased to be able to offer their customers the ability to contact their staff easily whether they are in the UK or abroad.

Daniel went on to say “There are a lot of companies out there who have a similar offer, but Crystalline stand head and shoulders above the rest when it comes to customer service. They really understand the needs of our business and are in regular contact to ensure we are still getting what we need from our telephony contract. We will definitely be talking to Crystalline when we are ready to expand our fixed line telephony functionality”.

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