



Managed Telephony Service Resolves Headaches for Macfarlane Packaging



Established in 1949, Macfarlane Packaging is part of the Macfarlane Group which has a turnover of nearly £150 million and was floated on the London Stock Exchange in 1973.

They are the UK's largest distributor of packaging consumable products with a market share of approximately 20% and operate through 17 Regional Distribution Centres supplying customers on a local, regional and national basis. In addition, they have two manufacturing sites which design and manufacture bespoke packaging solutions.

THE CHALLENGE

As Macfarlane Packaging grew they acquired a number of businesses and over the years inherited a disparate assortment of PBX's, voice networks and carrier services.

Mark Selby faced the challenge of managing a fragmented telephony infrastructure across twenty sites in both England and Scotland.

This ad hoc array of suppliers with their respective contract terms and a variety of product solutions were proving a strain for his IT team to manage. With no single point of contact or dedicated customer care, telephony issues often took ages to resolve and were compounded by a blame culture between suppliers. In addition, the billing was complex and time intensive to manage.

Mark's increasing frustration with this inefficient system and the service they received from his incumbent line provider, prompted him to investigate alternatives. He quickly realised that a 'Managed Telephony Solution' would resolve these issues and free up IT resources. He also realised that the telephony partner, not only needed to be a dedicated specialist focussed on customer service, but also adaptable to their ongoing voice and data requirements.

THE SOLUTION

DV02 started by undertaking a structured telephony audit and interviewing key stakeholders across the organisation. They

also evaluated the contracts for Macfarlane's Line Rental and Call charges, Inbound Services, PBX Maintenance, MPLS Networks and ADSL Internet Access. The audit revealed that a number of services that were out of contract or surplus to requirements.

Based on all of their findings, DV02 presented a proposal to centralise all the telephony services, under a 'Single Managed Service' that was accountable for every aspect of Macfarlane's telephony.

On acceptance of the DV02 proposal the core changes were implemented over a week period. DV02 started by transferring all the Lines, Calls and Inbound services to DV02 and implementing a new bespoke billing system specifically designed for Macfarlane Packaging.

All other contracts were moved to DV02 to manage and re-bill until DV02 could re-negotiate these on renewal.

As a trusted partner, DV02 continues to work with Macfarlane Packaging to evolve their systems and support them through the shifting technology landscape.

"We knew we were wasting time and money, so wanted to rectify the situation as quickly as possible.

I knew of DV02's reputation as trusted telephony specialists, so called them in to see how they could help"

DV02 - Trusted to Deliver Excellence

At DV02 we consult, design, implement and support industry leading Unified Communications, Contact Centre and Network Services that enable businesses, their people and their customers to collaborate effectively no matter where they are or what device they are using.

Find out more

Call: 0844 770 9955
Web: www.dv02.co.uk
Email: sales@dv02.co.uk

DV02 Limited

4 Acorn Business Centre,
Northarbour Road,
Cosham, Hampshire
PO6 3TH

7B Limes Court
Conduit Lane, Hoddesdon
Hertfordshire EN11 8EP

