

Case study

Gradwell services help create a customer magnet

L & H Components imports magnetic components used in transformers and motors. As a small company, with directors working out of two locations, using different landlines – they decided it was time to improve customer service by unifying its telecommunications.



www.lhcomponents.co.uk



Most companies just offered single VoIP, whereas Gradwell gives you a virtual exchange. Also, a delay we had on inbound emails has now stopped.

Simon Bellamy, Director



- **Company name**
L & H Components Ltd
- **Type of business**
Electronic component distribution
- **Requirement**
To unify communications across two locations and stop delays of inbound email

Benefits of using Gradwell products

- Significant cost savings
- Improved communications without additional infrastructure investment
- Feature-rich – makes remote working easy

Case study

Unifying communications – improving L & H's customer service

- **Company name**
L & H Components Ltd
- **Type of business**
Electronic component distribution
- **Requirement**
To unify communications across two locations and stop delays
- **Products and services**
Hosted VoIP, Email Hosting, Website Hosting, Fax



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A numbers game

As the sole European distributor for Magnetic Metals Inc., it's important for L & H Components to maintain a professional image, as Director, Simon Bellamy explains, "With two of us working from home, customers had two different telephone numbers for the same company – we knew there had to be a better way and VoIP was the logical solution." After a quick Internet search, Simon found Gradwell.

Fast work

Setting up the service was quick and easy, as Simon highlights, "Implementation was very quick. I signed up on Gradwell's website and it was all set up within minutes."

L & H components also opted for Email Hosting and Fax as Simon adds, "It made sense to have our emails hosted too – I was getting delays on inbound emails – I don't get any with Gradwell."

Straight talking

In the three years that L & H Components has been using Gradwell, Simon rates his experience as positive and appreciates Gradwell's approach to resolving issues, "I find Gradwell very open and honest – they put a status on their website within ½ hour of a problem occurring, when a lot of providers would hide behind them."

He continues, "One of my biggest gripes is offshore call centres – with Gradwell everything's UK-based and that's a big plus in my opinion."

Customer magnet

Since implementing Gradwell's services, L & H Components has seen costs come down and responsiveness increase, improving customer service, "We portray a much more professional image," says Simon, "because we now have one phone number, the distance between our sites is invisible to customers – exactly the perception we want."



To be honest, there were very few providers offering a business service like Gradwell's.

Simon Bellamy,
Director



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