

CASE STUDY

AT A GLANCE

CUSTOMER NAME:

Woolworths

MARKET SECTOR:

Retail

CUSTOMER WEB ADDRESS:

<http://www.woolworths.co.uk>

BUSINESS CHALLENGE:

Continuation of contract

CABLE&WIRELESS SOLUTION IMPLEMENTED:

- IP VPN
- Data networks
- Call centre
- Network management and monitoring

BUSINESS BENEFITS:

- Save £150,000 a year for three years
- Connecting 3 major corporate sites, remote offices and 820 stores
- Actively come to us with cost saving opportunities and suggestions

WOOLWORTHS COUNTS ON CABLE&WIRELESS FOR A QUALITY SERVICE AND REAL COST SAVINGS

WITH OVER 800 STORES AND THREE MAJOR OFFICE SITES AROUND THE UK, WOOLWORTHS RELIES ON CABLE&WIRELESS TO MANAGE ITS DATA NETWORK AND PROVIDE IT WITH FLEXIBLE, COST EFFECTIVE AND RELIABLE SOLUTIONS THAT SAVE MONEY.

Woolworths is one of the UK's leading retailers, focusing on products for the home, family and entertainment. Quality and value for money are at the heart of Woolworths' way of doing business, a philosophy it extends to its relationship with Cable&Wireless.

"We've been working with Cable&Wireless for several years now," explained Pete Wilkinson, IT Infra-structure and Services Controller at Woolworths and the man responsible for the delivery of upgrades and improvement to Woolworths' IT infrastructure. "In 2001, following Woolworths' demerger from our old parent company, we reviewed our IT and telecoms supplier strategy. That led us to renegotiate and extend our contract with Cable&Wireless."

As a result Cable&Wireless now manages the data network that links Woolworths' three major office sites and 800-store estate to its datacentre. The network is a mixture of frame relay, ISDN and ATM connections. Cable&Wireless also provide real-time network monitoring, management and maintenance to ensure everything is performing correctly, as well as a help desk facility.

"A combination of factors led us to re-award our business to Cable&Wireless," said Wilkinson. "We operate a dual supplier policy for our telecom needs and in terms of the technology we require. The reason Cable&Wireless won was simple — value for money and the overall quality of their service solution."

ALL PART OF THE SERVICE

So what is it about Cable&Wireless' solution that stands out? According to Wilkinson, "Cable&Wireless really scores with its internal processes. In recent years it has dramatically improved, to the point where it now provides a thoroughly solid and consistent service." As a result Woolworths rarely has to escalate a problem, as Cable&Wireless' standard processes are more than sufficient to address the issue.

"We renewed our contract with Cable&Wireless because we knew exactly what sort of service they could provide," continued Wilkinson. "I'm pleased with Cable&Wireless' level of support. They're particularly reliable in terms of looking after our store estate. There's also the convenience and assurance of having a single supplier to manage our network. Working with Cable&Wireless means I can sleep easy at night."

Cable&Wireless



“Cable&Wireless offered value for money and a high-quality solution. The solution will save Woolworths around £150,000 a year for three years”

“Working with Cable&Wireless means can sleep easy at night”

“I can rely on Cable&Wireless to deliver exactly what it says it is going to deliver”

Pete Wilkinson, IT Infrastructure and Services Controller, Woolworths

OPEN TO IDEAS

Woolworths also appreciates how well Cable&Wireless responds to feedback. “Cable&Wireless listens and responds,” said Wilkinson. “We’ve worked with them to get the service to the point where Woolworths is happy with it. It took a little time but that’s to be expected — these things don’t happen overnight.”

Cable&Wireless’ willingness to listen, combined with their ability to change how they work in response to customer feedback, has paid dividends. “Cable&Wireless really tried hard to understand us,” said Mr Wilkinson. “It has put so much work into improving its service that Cable&Wireless is automatically put head-to-head with other suppliers and asked to bid for every piece of new telecoms business — that’s how confident we are in its abilities.”

GOING THE EXTRA MILE

It’s not only Cable&Wireless’ network management that meets with Woolworths’ approval; its account management is also singled out for praise. According to Mr Wilkinson, “Cable&Wireless really understands our business. Our account manager has gone out of his way to get under our skin. We all have his home phone number and know we can contact him any time in an emergency. What’s more he listens to our concerns and he passes what we say on to others within Cable&Wireless.”

In fact Mr Wilkinson thinks his Cable&Wireless account manager regularly performs above and beyond the call of duty. “During our recent annual internal IT conference, our Cable&Wireless account manager sat alongside us as part of our team and participated in sessions designed to clarify Woolworths’ core values and what they meant to us as a department. That’s how close he is to our way of thinking,” said Wilkinson. “I’d summarise it by simply saying our Cable&Wireless account management is very, very good.”

REAL RESULTS

What benefits has this solid network management and excellent account management yielded? Wilkinson commented, “Cable&Wireless has recently won two important pieces of new business from us — upgrading the network at one of Woolworths’ major sites and delivering all our voice line rental tariffs. The Cable&Wireless solution will save Woolworths around £150,000 a year for three years.”

“There are other benefits to working with Cable&Wireless, said Wilkinson, “I have real confidence in their abilities, they consistently hit their service level agreements (SLAs) and they actively come to us with cost saving opportunities and suggestions.”

The record shows that when Cable&Wireless has won new business from Woolworths, it delivers those projects on time and on budget. Wilkinson said, “The bottom line is that I can rely on Cable&Wireless to deliver exactly what it says it is going to deliver.”

FINAL THOUGHTS

Woolworths sees Cable&Wireless as a partner as much as a supplier. As Mr Wilkinson says, “I’d definitely recommend Cable&Wireless to my opposite number in another organisation. Cable&Wireless is flexible and listens well, it meets the SLAs, it is proactive in terms of cost management, reliable in terms of project delivery and the account management is outstanding. It all adds up to a very good service that delivers real cost savings.”

Cable&Wireless

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