

Case Study: Windsor Telecom



t+tem

dedicated to
inbound

Windsor Telecom plc is the second largest supplier of 084X numbers in the UK* and specialises in providing highly memorable telemarketing numbers to corporate, SME and public sector businesses. Windsor Telecom's full range of telemarketing numbers are exclusively hosted by Totem Communications. **Doing business with Totem has resulted in dramatic growth for Windsor. In the past five years the company's customer base has quadrupled and staff numbers have increased from 3 to 19 people.** In May 2005, the company was voted among the top 50 companies in the UK by Business XL magazine and more recently was nominated as a finalist at the Channel Network Awards.

The company has two offices - Poole and Farnham. Initially a local business, Windsor has grown into a successful company with a national presence and blue-chip client base including Habitat, Lloyds TSB Plc and Sony Broadcast & Professional UK to name a few. With 83% of UK SME's believing that their non-geographic telephone numbers are important to them and 40% of SME's using non-geographic numbers as their main switch board number, Windsor's continued expansion looks very positive. *

Windsor Telecom has been a Totem client since 2001, and attributes this long-term relationship to one core element: trust. Neil Sherring, Marketing Director explains further:

"We provide a broad range of telemarketing numbers to corporate, SME and public sector clients, including

Relate, St John's Ambulance and The Samaritans."

"It is therefore imperative that we partner with a company that has a totally reliable network that we have complete faith in. If the network crashed our reputation would be on the line. Working with Totem gives us peace of mind; we know that our good name is not in jeopardy."

"However, Totem doesn't just supply us with a robust network. **We have built very strong personal relationships with the team at Totem who have always shown us the highest levels of customer service.** From the start, Totem has been genuinely committed to providing us with the best solution. For example, they developed Target Master, a simple solution allowing customers to control their own call diversions in response to our need to differentiate ourselves in an ever competitive marketplace. This gives us a real competitive edge as Totem is the only vendor providing such an offering. Totem's team approach, coupled with their technical expertise, has resulted in a great working relationship built on trust and mutual understanding, a trait often hard to find in business."

"One of the key benefits of working with Totem is the strength of its commitment to the channel. Today's business landscape is increasingly competitive - margins are tight and whatever business you are in, there will always be other companies fighting for a slice of the same pie. The channel players have very different attitudes towards helping dealers - and as such the experience is extremely varied."

Case Study: Windsor Telecom



t+tem

dedicated to
inbound

"As a dealer or reseller, it is imperative that you work with the best channel partners in your particular market to provide an unrivalled customer experience. After all, it is this **customer experience that ultimately distinguishes you from the competition**. It is important to draw on the technical expertise of channel partners as this will help you sell your packaged solution more effectively."

"Windsor Telecom is a Silver Partner in the Totem Olympic partner programme. We're pushing hard to achieve Gold Partner status. Our sales team finds Totem's comprehensive product training invaluable. The joint marketing opportunities have also helped us grow our business. **In the 12 month period, ending June 2005, our revenue increased by 30% which is testament to the support we have received from Totem.**"

"**We are 100% committed to Totem for our inbound offering. It has given us a strong foundation from which we've been able to grow** to be recognized as the second largest 084X supplier in the UK, an achievement which we are extremely proud of."