

Cherries

BT IT Support Manager delivers for mailing house

IT is central to the Cherries mailing house business. BT provides the company with its telephone system together with BT Business Broadband, an anti-virus service, and internet access. The company also has a local area network supporting PCs, laser printers, and other office systems. We spoke to company founder, Marc Platteuw, to find out what led him to the BT IT Support Manager service.

“Although we are competent IT users we don’t understand system intricacies, so we need to have people on tap who do.”

Marc explains that most of Cherries’ projects involve mail merge programmes driven from a PC, working to high-pressure deadlines.

“If a PC goes down it can be catastrophic for our business, so being able to get in touch with the IT helpdesk and get the problem quickly fixed is one of our highest priorities.”

Cherries had used local IT service companies, but none of them had demonstrated the range of expertise required to support its business.

“For example, we downloaded a Windows update that conflicted with other programs. We simply couldn’t get the knowledge to fix it.”

Marc took his problem to BT and the IT Support Manager telephone-based service was recommended, because of its ability to fix problems quickly and remotely.

“The BT IT Support Manager service is very good. Our calls are answered promptly, the people are experts, and they are eager to help.”

Over a 12-month period Marc has called the IT Support Manager helpdesk at least nine times, with consistently good results.

“With IT Support Manager, we have had some stunningly fast resolutions to problems. Sometimes it takes a little longer, but we are very grateful for the help BT provides.”

Although cost is not the prime issue, Marc is in no doubt about the value of BT IT Support Manager.

“Compared to the service that I was getting elsewhere, BT IT Support Manager is streets ahead and it’s very reasonable priced.”

For more information visit www.bt.com/itsm

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This BT article was produced by Caseworks Customer Interaction as a brief overview. A more detailed case study may be produced in due course. If you have any queries concerning this article, or about the BT Business customer endorsement programme in general, please contact the helpdesk by email btdesk@caseworksci.com or telephone +44 (0) 20 8502 2002