

HOW BT BUSINESS IS HELPING ONE ONLINE RETAILER REACH A GLOBAL AUDIENCE.



KERRIE MURRAY

is the Director of Pins and Ribbons, an online retailer selling handmade soft furnishings and accessories. The business sells its UK-made products around the world via the Pins and Ribbons website, and relies on the internet to keep in touch with customers and stockists.



CUSTOMER PROFILE.

Pins and Ribbons.

Online retailer of UK-made soft furnishings and accessories.

How BT are helping:

Broadband, phone lines and BT Wi-fi hotspots – staying connected to customers and stockists all over the world.

For an online business, broadband and phone lines are vital. BT Business keeps Pins and Ribbons connected to customers all over the world.

“We’re just coming up to eight years in business and we’ve been with BT Business from the start,” she says. “Well, almost from the start – I wasn’t a BT customer when I started the business on the kitchen table but, as soon as we moved into our first workshop, we became a BT Business customer.”

“The broadband and landline connections are really important to the business. The phone is constantly ringing with orders, or we’re constantly ringing customers, just for updates or to touch base with stockists,” she says. “We rely on the broadband service to download and process all of our orders on our order system, as well as to keep our social channels updated and upload images to our website.”

“ WE CAN HAVE A VIDEO CONFERENCE AND ACTUALLY SHOW THEM HOW WE MAKE A PARTICULAR PRODUCT – IT’S A MORE PERSONAL METHOD OF CONTACT. ”



EMAIL IS THE LIFEBLOOD OF THE BUSINESS.

“Our stockists are running busy shops so the last thing they want is to be disturbed by calls, so we find emails a lot easier and a better way to respond to them,” says Kerrie. “Of course, they may then want to arrange to speak to us, and we can schedule a phone call when we know they’re going to be quiet or on an evening when they’re not in the shop.”

As the business has grown, it has attracted foreign customers and stockists - which has made their internet connection even more vital. “We’ve just sent products out to Spain and we’ve got customers in Germany,” says Kerrie. “Australia is the furthest we’ve ever sent to.”

This is where Kerrie’s broadband really makes a difference. When communicating with overseas stockists, Kerrie finds video calling particularly useful because many of her products have visual appeal that can only be demonstrated when you see them. Having a reliable, high-quality video connection to a stockist or a customer makes it easy to share ideas and develop new products.

“We’re a Made in England manufacturing company, so a lot of people want to know how we make things,” she says. “We can have a video conference and actually show them how we make a particular product – it’s a more personal method of contact. Sometimes a stockist might have a drawing they want us to make into a product, so they can show us that over a videoconference, and show us various ideas that they have.”

“ I DIDN'T REALISE WHAT A GREAT SERVICE IT WAS UNTIL I WAS ABLE TO DO TWO HOURS' WORK WHILE IN A CAFE HAVING NUMEROUS CUPS OF COFFEE. ”

We can actually see designs in the conference rather than needing them to be posted to us.”

Staying connected on the move.

When she travels for work, BT Wi-fi hotspots keep Kerrie connected wherever she goes.

“It’s really good and I’ve been converted, I know that when I’m going out I can hook up, it’s great. I can make sure my coffee spots tie in with where I can hook up to the internet.”

BT Wi-fi hotspots don’t just help Kerrie work on the move – they help her stay connected in her workshop, which is separate to her office. “We have a hotspot operating within our premises. It works really well in our stockroom, which isn’t covered by our office network, so we use it if we’re in there and wanting to download some information as we’re checking products.”

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Find out more at:

0800 800 152 bt.com/business

