Keeping campers connected

Providing internet access for those customers was just impossible with the infrastructure we had,” he added.

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The park just didn’t have the connectivity it needed to get up and running with wi-fi. The team were finding it hard to swap real-time booking information with their sister park in Cardiff, too. “Cardiff used to update its data to Devon overnight, so we were always 24 hours behind with our data,” explains Andrew. “We were able to operate, but it wasn’t ideal as it made keeping track of booking numbers a long-winded process.”

The solution

Andrew and his team spoke to Chris Nash, sales director at their BT Local Business. He recommended investing in a dedicated internet connection.

It would give them fast reliable internet access and the opportunity to update their ISDN phone systems to an IP Office system. So they could work in real-time between sites.

Adding SIP trunking that uses the data network to handle calls meant they could get rid of their separate phone lines, too.

Installation went really smoothly. It only took a couple of days, and we kept downtime to just a few hours as the system switched over.

We got the Devon site up and running first. Then Andrew and his team made the decision to update the Cardiff site to IP Office, too.

“We with our BT Local Business, we can pick up the phone and speak to a team that we’re familiar with.”

Andrew Noall
General Manager,
Stowford Farm Meadows

The challenge

Stowford Farm Meadows is a family-run caravan park in rural Devon. They work hard to make their guests feel at home, but their location and infrastructure made it difficult to offer one particular creature comfort – wi-fi.

“We’re very rural and quite isolated – it’s part of the strength of the business, our lovely surroundings. But it can make it difficult to get a modern infrastructure in place,” said Andrew Noall, general manager. “When the site is full, we can have between 3,000 and 4,000 people here at once.”
The result

The campers at Stowford Meadow Farm now stay connected from their caravans with a strong wi-fi connection. “The infrastructure is in place now behind the scenes, and the service is strong enough to support what we need. And that’s what’s making the fundamental difference to our business,” says Andrew.

And now both the Devon and Cardiff sites use our IP Office system they can share data in real-time and work more efficiently. Staff can see what’s happening where at a glance and work at both sites without having to learn any new systems.

And with SIP trunking they now make and take all their calls over the internet, saving them money. Replacing an ISDN30e with call charges could result in a saving of £780 per quarter. That’s more than £15,000 over five years.

“I’m very fortunate to have found Chris. I trust him, I value what he gives us and what he tells us. And the quality of that relationship is something we appreciate; I wouldn’t move away from it in a hurry.”

Andrew Noall
General Manager, Stowford Farm Meadows

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