



Case study - Phone services and systems: J E Beale plc

Adding telephone cost centres helps to identify savings and measure performance

About J E Beale plc

J E Beale has a long and illustrious history and was one of the founding names of the department store movement. Their doors opened in Bournemouth in 1881 and the flagship store still occupies the original site.

At the beginning of 2011 the Beales Family had grown to 13 stores, each with their individual character but sharing the fundamental ethos of customer service which is key to their success. With exciting new lines, dynamic merchandising and exceptional customer service, Beales leads the way in a retail revival. And while fashions change, values emphatically don't. Beales still deliver a wonderful customer experience, with a focus on a wide range of great value products from everyday essentials to the little (and large) luxuries in life.

J E Beale has recently acquired Westgate Department Stores, part of the Anglia Regional Co-op, which occupies 19 local high street locations from Northumberland to Suffolk. Combining the respective store portfolios into one enlarged group of 32 stores, makes strong commercial sense for both parties.

The challenge

Beales found that managing their telecoms had become a serious challenge, with no clear view of usage and expenditure within their stores. The group wanted detailed information to help monitor and control outbound call costs, and required a provider that offered one point of contact for all their queries.

“ My account manager is always available for telecoms advice or for any billing enquiries. I have confidence that my queries are dealt with efficiently and with the minimum disruption to the sites. We now have the ability to be in full control of our telecoms handling and costs, saving us money and making us more efficient in dealing with customers. Overall, the solutions implemented by Gamma provide Beales with the ability to manage the telecoms costs of their individual stores without the headache this would have previously caused. ”

John Deakin, J E Beale plc.





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BEALES
FOR THE HOME

Our solution

Beales researched the telecoms market and selected Gamma Business Communications to provide voice and data services across their stores.

We provided Beales with cheaper line rental on 300+ lines including ISDN2, ISDN30 and analogue lines together with a range of 0844 numbers across the sites to reduce call costs. This gives Beales access to our fast network and Green calls thanks to our Carbon Neutral accreditation.

In addition, we provided broadband, giving the stores quality connectivity for data and internet-based traffic. We also installed modems at various sites to allow reporting of all incoming and outbound calls.

Beales also now get our tailored billing - clear, understandable and detailed bills. In addition we provide reports giving detailed business statistics, such as the time and cost of calls by month, week, day and even hour as well as by individual number, destination types and cost centre. Snapshot data is available to import into their accountancy systems.

Benefits

- Cheaper line rental and call costs.
- Clear records of phone usage and expenditure for all Beales stores.
- Reports available online in 'accounts ready' formats.
- Individual sites can be analysed using 'cost centres' with Gamma's billing systems.
- Budget control - store managers can use reports to achieve savings and efficiencies.
- Clear, concise performance data available to show number of missed calls, time to answer and calls by extension number.

