

Case Study... Inex

UK Online Professional Quality Broadband furnishes European home accessories business, Inex with reliable email and efficient customer service



How did Inex get started in business?

London-based Inex was founded by managing director Jean-Marc Paule to sell high-quality, European-made classic and modern furniture to a discerning customer base in the UK. Jean-Marc had previously worked as a sales director for another furniture company where he gained the skills and knowledge to make a successful business.

Armed with the desire to run his own business, Inex was born in 2002.

“It was my goal to provide customers looking for high-quality furniture with individual pieces that fit perfectly with their own style,” said Jean-Marc.

Inex is not focused on the mass market, such as some providers of flat-packed, cheaper furniture. Rather than buying the cheapest furniture on the market, Inex customers seek out niche pieces with a distinctive and individual design that convey the style and form of their homes. As well as private individuals, Inex customers include hotels, restaurants, interior designers and decorators.

Inex is an agent and represents a group of European-based furniture manufacturers from Germany, France, Italy and Portugal. The style of furniture ranges from classic and traditional to modern and individual designs such as those made from driftwood. The company focuses on Europe because of the historical tradition of high-quality furniture making in this market.



“UK Online’s free 24x7, UK-based customer support showed a level of seriousness about service that I expect and deliver in my own business”

Jean-Marc Paule
Managing Director & Founder, Inex



Inex's Broadband Solution

Jean-Marc switched his broadband service to UK Online in August 2007, following issues of email reliability and customer service that he was experiencing with another broadband provider.

"Important emails were disappearing which was disastrous for the business especially when my customers expect a fast response to their requests," said Jean-Marc. "I had heard about UK Online's broadband service and decided to give it a try."

In just a few days, UK Online set up its professional-quality broadband service for Inex, providing business email addresses and fast download and upload speeds, as well as 24x7 free customer service via its UK-based call centre. "I was impressed with how quickly and efficiently the UK Online broadband package was up and running," said Jean-Marc.

Customer service and email reliability are critical factors for Jean-Marc because the success of his business depends on prompt communication between himself, his suppliers and his customers. With four employees based in Tooting, South West London Inex is a small operation - but it is big business made possible by email and online working.

Jean-Marc ensures his customers are happy and his business is successful by matching the demands and expectations of his customers with the different ranges style of furniture from multiple suppliers across national boundaries and geographies.

UKOL package used

- Professional-quality broadband package including business email addresses; 24x7 free UK-based customer service

Benefits:

Professional quality email provides prompt communication between Inex and its customers & suppliers across the UK and Europe

Once an email is sent by a customer, he or she expects it to be acted upon immediately. For example, as soon as a customer asks for a quotation, Jean-Marc must discuss and confirm it with his European suppliers. These types of transactions mostly take place via email with the customer expecting a reply within the hour. In addition, email doubles as proof of transaction and carries the final confirmed quotation.

"It is all about email reliability – many of my customers are successful business people who expect their high standards and business practice to be met by us as a matter of course. And with a reliable business email service, I can concentrate fully on sourcing great furniture for my customers," said Jean-Marc.

That is why it is essential that if there are any email problems, they are resolved as quickly as possible.

"If something goes wrong with your email service and the provider does not acknowledge the problem in good time, it is not only very frustrating but also damaging to your business. If ever I do have a problem, with UK Online I can speak to a UK-based customer service representative who listens to my issues and is able to solve them quickly and efficiently. This showed a level of seriousness about customer service that I expect and deliver in my own business," said Jean-Marc.

Jean-Marc also believes that the fact that UKOL Broadband's customer Service support is based in the UK means that the problem-solving process is quicker. "I find it difficult dealing with a foreign-based call centre because of the language issue which seems to slow things down."

About UK Online

UK Online is a broadband provider specialising in supplying professional grade internet connections to recreational, home office and small business users nationwide. UK Online recently identified that only one third of small and micro-businesses in the UK have an internet connection, thereby missing out on the commercial benefit the internet can offer. With a strong focus on customer service, UK Online is fast emerging as a leading supplier of broadband and internet services to the professional broadband sector. Unlike many providers to this market, UK Online's quoted prices include VAT.

UK Online is a pioneer of Local Loop Unbundling (LLU) for consumers and was the first UK provider to offer a national unlimited broadband service at up to 16Mb. The company's commitment to LLU was recognised by the ISP industry with a Commendation for Innovation at the 2005 ISPA Awards.

UK Online was founded in 1994. The company was acquired in 2005 by British Sky Broadcasting group, which has a total market capitalisation in excess of £9bn. As part of the Sky group, UK Online has access to a unique heritage and a world class IP network.

UK Online services are available to over 70% of the UK's homes and businesses.

For more information, visit: www.ukonline.net / Tel: **0800 053 2222**