

## Web Success for Premier Carpets & Flooring



Premier Carpets & Flooring Ltd Headquarters

### The Customer

Premier Carpets are a specialist supplier of carpets and vinyl flooring. Their services are provided to both domestic and commercial customers.

From their new premises and the new web trading platform, Premier Carpets and Flooring Ltd can now serve both businesses and trade.

They had an existing NEC SV8100 system taken from Midland Telecom in 2010 with conventional BT Digital Lines.

### Their Needs

Premier Carpets needed to modernise their communications to cope with the demands of their expanded showroom, trade counter and web trading.

Premier wanted to trade across the UK and reach more customers. So they needed to introduce a much faster and more reliable internet access.

After a careful tendering process Premier Carpets selected Midland Telecom to modernise their communications.

### The Solution

Midland Telecom introduced new “SIP” trunks to replace their existing BT telephone lines.

These new “IP” based lines are not only much more economic but they now let Premier having any telephone number from anywhere in the UK, improving their reach into new markets.

**“Monthly Web sales have grown 200 times since we started out...”**

Roy Colman, Managing Director

## Implementation

Equipping the business for the internet age meant getting fast connectivity. Midland Telecom installed dual, “load balanced” fibre optic broadband’s.

This gave Premier the super-fast connections they needed to constantly upload new product catalogues and brochures onto web.

Also, with Midland’s Number Manager they can now monitor exactly which publications or web sources give them the most leads.

## Key Benefits

- ✓ SIP telephone lines give any choice of national number
- ✓ Load-balanced, fibre broadband for superfast Internet
- ✓ Existing NEC upgraded at a fraction of the cost of new
- ✓ Cloud monitoring of calls leads to lower advertising costs



## How did Midland Telecom contribute to the business?

Roy Colman concluded: **“The most astonishing thing is I had budgeted £5,000 to upgrade the telecoms and it actually worked out we saved £1,000 a year doing this upgrade. I would urge anyone in the construction industry to look at these modern telecommunication techniques”**