

## The value of real commitment

The Caledonian Plywood Company (CPC) has been a customer of abica for almost as long as abica has been in business - close to ten years.

The relationship is forged on abica's commitment to delivering levels of service that no other telecoms operator in the UK can deliver, both technically in terms of product and in terms of the customer service and support provided.

## A real partnership at work

Caledonian plywood has been an abica mobile customer for so long that the relationship between the two companies has matured to become a genuine partnership. "It is difficult to keep up to date with the fast moving telecoms market when we are focusing on running our core business and leaving things to abica means we don't have to," reports Derrick Bartlett a partner with CPC.

Like all abica's customers, CPC enjoys a dedicated contact to deal with all the company's service and support needs and this has played an important part in developing the strong bond between CPC and abica. The critical importance of mobile telecoms for CPC has demanded service of the highest quality and the fact that the relationship between the two companies has lasted so long is testament to the effectiveness of that service, with CPC's account manager even dealing with emergencies out of hours in ways that no other operator would.

In a market where customers have little loyalty to their telecoms provider the length and strength of the relationship between CPC and abica demonstrates that abica delivers not just a good telecoms service, but also the one thing most telecoms operators overlook completely - high standards of customer service.

**"The service is great and we have established a trust over the seven or eight years we have been working together."**

Derrick Bartlett, Partner, Caledonian Plywood



**"We are getting a very competitive package and abica has become a trusted business partner."**

Derrick Bartlett, Partner, Caledonian Plywood

## A committed abica customer

Caledonian Plywood have been so impressed with the level of service and commitment demonstrated by abica that it has recently transferred all of its landline and broadband business from BT to abica. The savings the company expects to generate from this move will add thousands to Caledonian Plywood's bottom line.

If you want to find out just how easy it is to switch to abica and enjoy the benefits and value that all abica customers enjoy all you have to do is call - 0141 404 9009 or visit [www.abica.co.uk](http://www.abica.co.uk)

## abica products and services

abica provides its own landline, mobile and broadband products to small and medium sized businesses at a price and level of service previously only available to large corporate organisations.

### Mobile

abica is a mobile telecoms operator and has a wide of range of tariff and call plans including the lowest business line rental tariff in the UK. Solutions are offered from more than one network provider, and as abica is technology neutral this includes a wide range of business handsets from the leading manufacturers. There are also different options for mobile working, including broadband internet for your laptop and e-mail enabled phones.

### Landline

abica offers reliable landline services with a full set of line and tariff options so there is a package to suit all sizes and types of business. Everything from traditional analogue and ISDN landlines through to tried and tested IP telephony solutions.

### Broadband Internet

abica's broadband internet access products are on average 3 times faster than other broadband providers thanks to the superior technology used. Dedicated internet access circuits "leased lines" are available for any business where high availability, high bandwidth internet access is a top priority.

### Business Continuity and Disaster Recovery

Telecoms is an essential business tool and businesses simply cannot survive without the telephone or internet. abica have developed a methodology to identify the right solutions to help your business survive should the worst happen.

### Electronic Billing

abica has invested in both a powerful electronic billing and analysis tool called 'my abica' which helps clients proactively monitor their usage and intelligently use the management information available.

### Customer Service Charter

abica has invested in its team and systems to ensure that it deliver the highest quality of customer service, consistently and reliably. Our core values include honesty, professionalism and retention of clients over the long term by providing great value.

### Satisfaction guarantee

abica is so confident that you will love its products and quality of service that, if after the first three months, you are not completely satisfied with abica, the company will find you an alternative provider that you can be happy with.

Isn't abica the kind of business you should be dealing with?

Get in touch, call 0141 404 9009 or visit [www.abica.co.uk](http://www.abica.co.uk)