

Building resiliency to enable a **future- proofed business model**

Longacres Garden Centre use
technology to help their
business work smarter.



Background:

Longacres is the largest independent garden centre in the UK. Based in Surrey they supply everything for the home and garden, both in store and online.

The Challenge:

Driving business efficiency and delivering a seamless customer experience is critical to the day to day running of Longacres Garden Centre, heightened further by the recent pandemic. With four sites, it's crucial that the business is able to communicate across the multiple departments at each site, ensure that customer enquiries are easily routed to the most relevant person, and that information on opening hours and recent restrictions are always up to date – all done centrally and with speed and ease.



Solution:

The implementation across all sites of high speed, reliable connectivity and a hosted voice solution would allow Longacres the control and flexibility that they required to better manage their business whilst creating resiliency across all the sites. This scalable combination would allow centralised control of calls, routing, and recording and provide a future proofed disaster recovery solution for the business.

Recommended by STL, it was agreed that the rollout of this solution would be done strategically by site to reduce the potential downtime that the replacement may incur. The legacy system was also left to run alongside the new solution until the install had been completed to provide continuity and peace of mind.

“During the recent pandemic it was critical that as our customer base and demand grew, that we were able to deliver a seamless customer experience and internally find smarter ways of working. By implementing the right infrastructure and communication systems, what we ended up with is a solution that will be able to grow as we grow and ensure that we are future proofed for the coming months and years.”

Michael Ainley – Head of IT

