

Welcomm Get New Stores Up & Running In Record Time

Rapidly expanding flooring company Tapi Carpets were looking for a communications partner that could quickly respond to their demanding store opening schedule with fixed on-site connectivity, a customer friendly telephony system and a contingency solution to instantly enable the new business locations to function.

The Company

Britain's 'latest and greatest' floor coverings retailer began trading during the summer of 2015, when they opened their flagship store in Tooting, London. Since then, Tapi Carpets and Floors have opened a whopping 130 stores, including Homebase concessions and continue to introduce new retail outlets each year.

The Challenge

Tapi's aggressive schedule of branch openings – sometimes notching up as many as five in one month – demanded quick thinking from responsive and innovative suppliers, able to quickly provide fixed on-site connectivity and telephony and, if necessary, come up with a contingency solution in the meantime.

The Solution

Welcomm Communications provide the following services to Tapi:



Hosted
Telephony



Mobiles



Contact
Centre



Data
Connectivity



Mobile
Device
Management



Tapi & Welcomm

"It was vital we find a partner that could work collaboratively with us, help us refine things, work out call routing, fail over and disaster plans, and give us confidence that we could trust them. Welcomm was just the right combination and the right size for what we needed. We have a great rapport with the people there and they have risen to the challenge of our opening schedule, sometimes working in several stores at the same time. Now it feels like they are an extension to our own IT team - that I've got a number of telephony specialists who work just for me. They care as much as if they were sitting right here."

Jason Turner
CIO, Tapi Carpets

Our Approach

As a Gamma platinum partner, our engineers are trained to the highest level. Our consultative approach means that we review all requirements before making expert recommendations to achieve business objectives.

The Outcome

Since 2015, Welcomm has successfully rolled out comprehensive communication solutions to 100+ Tapi stores and outlets.

Calls every week with the customer encourage open and honest feedback, enabling Welcomm to discuss completed installations, ongoing work, upcoming installations and logged issues, to see how else we can help and offer solution focused assistance.

Despite outsourcing their telephony, Tapi retain the ability to change call routing and recovery plans within seconds by logging on to Horizon's web portal to reconfigure on the fly and proactively manage data usage and speeds.

Quarterly strategic meetings have built a strong partnership with Tapi, giving Welcomm a unique insight into the business's plans for growth, helping us ensure the deployed solutions continue to be the best fit for Tapi's needs now and in the future.

Key Benefits

- ✓ Meeting Tapi's fast paced roll out schedule
- ✓ Horizon hosted telephony and Welcomm installation delivered by an award winning technical support team
- ✓ Welcomm feels like an extension to Tapi's own IT team
- ✓ Powerful fail over/resilience features as standard
- ✓ Strong understanding of Tapi's bespoke needs
- ✓ Helping Tapi quickly gain and maintain a high street presence

"I have been working with Welcomm for nearly 5 years and have been impressed with their service, communication, offerings and support.

Welcomm have turned out to be a valued partner, because they took the time to understand our needs. Welcomm keep us updated, even when several projects are on the go - they ensure we remain informed every step of the way."

Jason Turner
CIO, Tapi Carpets

Key Partners



Mobile Device Management



O2 Business Mobiles



Gamma
Platinum Partner

Gamma Horizon Telephony
Data Connectivity



Contact Centre

Why Welcomm

