

## Case Study for Flex-Telecom

### Customer Success Story: Sampling International

Sampling International is the UK's leading sampling manufacturer.

It creates marketing tools for flooring and textile companies as well as high street retailers.

Flex-Telecom's support over the last 10 years has improved the firm's productivity.

#### The Challenges

Sampling International supported its own Avaya phone system.

However, this meant that even small issues took up valuable time for key staff. When the firm hit a major problem which stopped the phones working it had to get outside help.

#### How Flex-Telecom Helped

Flex-Telecom fixed the critical problem for Sampling International. Even though there was no contract in place.

As a result, Sampling International asked the firm to help with new equipment to allow business expansion.

Flex-Telecom recommended a system to fit the company's plans. It also arranged a lease deal, before it supplied and installed the new phone system.

10 years later, Sampling International is still supported by Flex-Telecom.

---

**“Flex-Telecom makes my life a lot easier. For me, the best part of the Flex-Telecom service is the fast response time to fix any issue.**

**It's such a friendly service too.**

**Nothing is too much trouble.”**

---

## Case Study for Flex-Telecom

### Customer Success Story: Sampling International

#### The Results

Flex-Telecom's support has boosted Sampling International's productivity over the last 10 years.

The manufacturer's staff have saved time because of the fast response time to fix problems. Even for issues outside the core service.

"Before Flex-Telecom came on board I was heavily involved in fixing issues. Now I can be on holiday or out of the office and I'm confident that Flex will be straight onto any issue," said Wayne Allen from Sampling International.

In addition, the firm benefits from WebRTC. This allows staff to use conference calls rather than travel to meetings.

"The system has given us cost-effective ways to work with our customers and colleagues. Also, Flex-Telecom is competitive in the marketplace - on kit and extra handsets," added Wayne Allen.

"My advice for businesses choosing a phone system provider is to avoid the big players. Because you can be just a number when you need support. Also, check what service and support you're going to get. Don't base your decision on cost alone."

---

**"Matthew Cranney is a great people person."**

**I can't fault Flex-Telecom in any direction. From the business side, the cost side or the support side."**

---