

Welcome to Frontier

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## DAKS CASE STUDY

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## The Customer

The DAKS name dates back to 1894 and today DAKS are designers, manufacturers and retailers of tailored garments and accessories for both men and women. Today DAKS is one of the UK's leading British luxury labels and is exported to 30 countries where the brand retails in over 2000 shops, stores and concessions. The flagship store in London's Old Bond Street reopened in February 2007 after a major refurbishment programme.

## Challenges

DAKS reviewed their telecoms provision in 2006 due to a number of business drivers. The major driver was that the pending refurbishment of their flagship store in 2007 presented an ideal opportunity for DAKS to review its supply chain and expenditure. The aim was to rationalise their estate mainly with a view to maximising their cost-effectiveness.

## Solutions

Frontier Voice & Data was selected to provide DAKS with a range of telecoms services at their sites in Edinburgh, London and York. These services include 8 single and multi-line business analogue lines, 4 ISDN2 lines, ISDN30 channel rental, DDI number blocks, an 0800 free phone number, number presentation services, call forwarding and caller redirect. DAKS also takes out Total Care on the ISDN2 and ISDN30 lines to increase the speed of responses if any issues arise. The free phone number handles all of the main enquiries for the retailer and allows DAKS the opportunity to effectively manage their incoming calls and sales enquiries and also to track the success of their campaign activity. The caller redirection was placed on a number previously held by a site in Hamilton that closed.



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## Outcomes

Since joining Frontier Voice & Data DAKS has seen a reduction in call charges against their previous provider of an estimated 10%.

The provision of Total Care for some of the business critical ISDN lines has improved the quality of care and response times.

DAKS also makes use of tools such as online billing which enables them to easily their current expenditure and cost centres.

The Account Manager at Frontier Voice & Data regularly reviews their account, especially with regard to their international call charges. The most recent review of their account mainly focussed on their international calling costs and a saving of 13% was achieved against their existing rates. Michael Thornton, Sales and Marketing Director for Frontier Voice & Data said, “At Frontier we are committed to maintaining a proactive approach to customer care so that high quality retailers and brands such as DAKS continue to benefit from working with us.”

## DAKS says

Nigel Watson of DAKS added “We enjoy a pro-active relationship with Frontier. They take care of our account by making the changes we request and helping us to be as



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