

Welcome to Frontier

“here to make life easy...”

ESPRIT GB LTD CASE STUDY

MyFrontier
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The Customer

Esprit is an international youthful lifestyle brand that operates more than 800 retail stores worldwide and distributes its products via more than 14,000 international wholesale locations in over 40 countries. Esprit also licenses its logo to third-party licensees and operates the Red Earth cosmetic brand which includes cosmetics, skin care and body care products. The company has its main UK base at Farringdon in Central London.

Challenges

Esprit reviewed their telecommunications estate in 2006 and selected Frontier Voice and Data as their telecoms provider in November 2006. Their review involved rationalising their lines and services for a simplified and easier to manage Infrastructure and achieving a reduction in their telecommunications expenditure.

Solutions

Frontier Voice & Data provides a comprehensive range of services to Esprit in multiple retail sites across the UK in areas such as Brighton, Bristol, Farringdon, Hull, Liverpool, Manchester, Oxford, Redditch and White City. These services encompass more than 100 numbers, a large number of analogue lines, call traffic, 20 ISDN2 lines, DDI number blocks, 2Mb fully managed ADSL broadband and 2 ISDN30 lines with Calling Line Identity Presentation and multiple channels. In order to achieve a redundant service and to provide disaster recovery, Esprit also takes out Total Care on some of the business critical ISDN lines to ensure the best response times and uses PSTN failover on these lines to guarantee the voice services in the event of a temporary issue.



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Outcomes

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

Esprit now benefits from consolidated and simplified billing for all phone charges so it's easy to see what the services are costing and how costs are allocated.

Frontier has also improved the quality of care and service provided on individual lines by providing a range of enhanced Total Care services for their most critical business lines. Importantly, the Account Manager at Frontier Voice and Data regularly reviews their tariffs, especially with regard to their international calling charges to their international wholesale chain. Frontiers Sales Director added, “The extra care and attention we take with our customers is reflected with the success we've had high quality retail and wholesale organisations such as Esprit. Obviously we are delighted that a major business such as Esprit benefits from our support.”

Esprit says

Neil Lawson, Facilities Manager of Esprit, said “As a retailer we require regular changes and pro-active management as stores open and close and the call handling of individual stores frequently changes. We have always found that Frontier is a supportive and helpful telecoms partner.”

