

CASE STUDY

Faster connection to increase communication and productivity became vital when Marketing PProjects expanded.

“Slow broadband connection was slowing us down on a daily basis and when our in-house Media Production team could perform downloads faster out of the office than in, we knew we needed to act,” said MD Jane Harrad-Roberts of Marketing PProjects.

Marketing PProjects are an award-winning PR and marketing agency based in Chester and London with both national and international clients. They specialize in increasing market and customer-mind share for their clients.

The main focus of their business is to deliver clear marketing plans, and they needed their advanced IT and telecoms to work quickly and efficiently. Having tried VoIP and accessing the Cloud in the past, they needed the reliability superfast broadband delivers.

What the programme did for us:

- Provided faster IT support and access for our overseas team and clients
- Looked at what we were actually doing and what we were doing right, versus where we needed to improve
- Gave us a much improved customer service focus and productivity

This enabled us to:

- Deliver faster client support
- Upload digital content more quickly
- Reduced link drop outs
- Justify the time to expand our client base internationally again

What was the impact on our Business?

The Challenge... “We are a fast-paced client facing business supplying a full range of digital, print and broadcast services. We need to rise to the challenge to stay up to the minute with digital and social developments,” said Jane Harrad-Roberts, MD at Marketing PProjects.

The Outcome... “The programme has provided a platform which allowed us to benchmark our current activity against that of other companies both in our industry and those of our clients. We have taken steps to upscale our online activity to create higher levels of engagement as well as improving communications with our existing customer base. We found the business advisors extremely helpful – and the programme has helped us to appreciate the benefits it offers and develop improved processes to manage our growth effectively.”

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