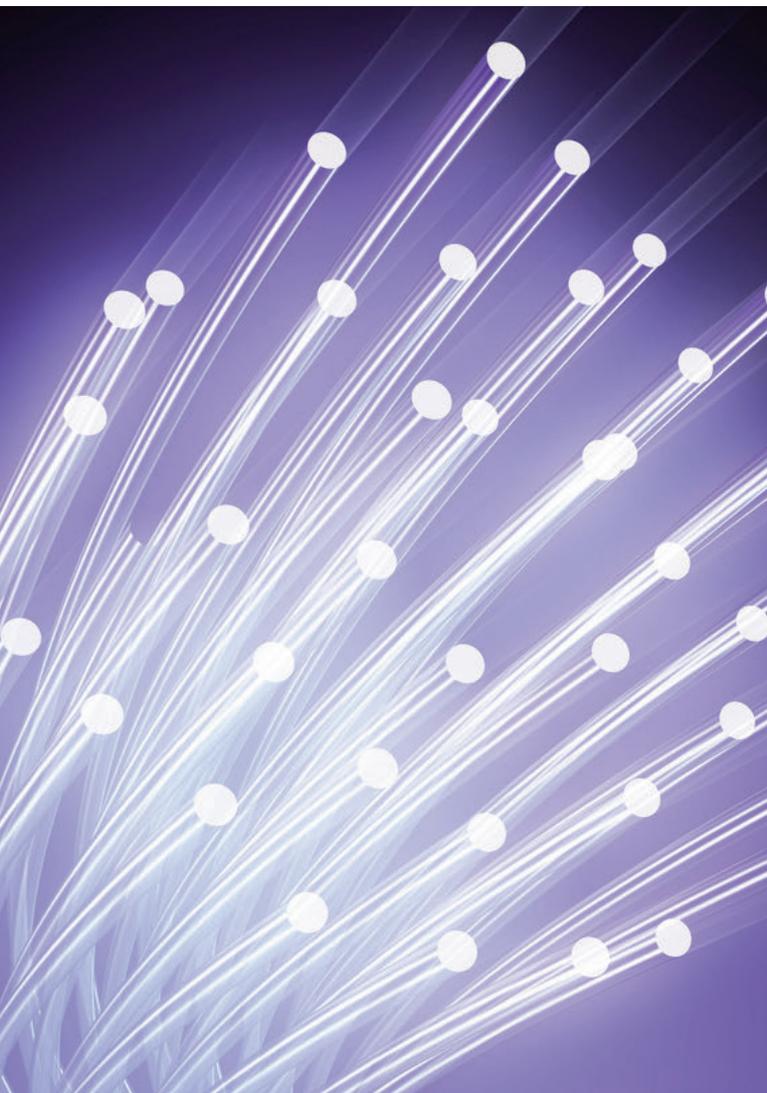




Put your best foot forward with superfast fibre broadband



From humble beginnings in 1892, making socks for local mineworkers, family-run **Corgi Hosiery** now enjoys a global reputation and a Royal Warrant for its luxury socks and knitted goods. Still based in its original home in South Wales' rural Amman Valley, fibre broadband has provided the platform for a surge in Corgi's ecommerce trade.

corgisocks.com

Building a platform for growth and efficiency

Over the course of 120 years and four generations, Corgi has become a truly global brand, highly regarded for its luxury products. Corgi has remained loyal to its roots in what once was a mining community. With its factory in Ammanford, accounts systems in Bolton and stock control in Warminster, Corgi needed to integrate its business activities.

Corgi's Joint Managing Director, Chris Jones, explains, "We did what we could. We had a regular internet connection, but our need to communicate between sites and offices made everything slow. On occasions, systems or whole sites would seize up altogether, badly affecting our ability to work at all. We needed unimpeded access to our accounts and to our systems to work efficiently."

"We also depended on better connections to pursue our company growth plan. We had identified the potential for increasing trade in global markets via our ecommerce business. But we knew we needed faster and more reliable connections to attract and support new international clients and provide them with the highest quality of customer service and care."

"As soon as the fibre broadband rollout programme came within reach of our premises, we signed up, and we haven't looked back."



Superfast platform for global success

Since Corgi Hosiery connected to superfast broadband, its ecommerce business has really taken off, doubling in two years. Corgi is now a significant exporter, with new major distributors in Korea, China, Japan and Australia.



Chris Jones describes how broadband has changed the way Corgi can now work with its global customers. “It’s no longer about mailouts and letters back and forth. We speak face to face with our client distributors over broadband, wherever they are in the world.”

“We present our new high quality products, illustrations and information to them directly. They can see for themselves what we are offering and can ask us anything they like. We can listen to their ideas and suggestions and respond directly to what they want.”

“Being able to discuss clients’ interests in real time means trust can be built and decisions made quickly and clearly. Our products are all about top quality, and we must have communications, systems and services that match that high standard.”

Corgi’s website and web retail business has flourished in this period too, with established personal customers the world over. As a result, Corgi has been able to create new jobs.



Offices Worldwide

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“We have been able to grow the workforce by some ten per cent over the past two years to meet the increased demand.”

Improving business efficiency at home

The business benefits of using superfast broadband extend beyond enhanced customer care and service. Chris Jones remarks, “Fibre broadband has helped transform the way we run our business and we’re much more efficient now. Our orders, invoices, accounts and stock control system are always available, so our people aren’t wasting their time waiting for information or systems they need to do their jobs. People are less frustrated at work, and that helps us be a more harmonious and productive team.”

“We have greater control of the business than we used to – we’re never out of touch now. When visiting clients abroad or sourcing supplies of the finest natural fibres around the world, we can still talk to our factory every day and be involved with any developments or issues.”

“At home, making our phone and conference calls over broadband has radically reduced our international calls costs. We can now investigate, diagnose and resolve many faults in factory machinery remotely, and as soon as they occur, without having to send engineers to site.”

“We have also been able to cut costs and address our environmental responsibilities by reducing the amount of paper we use. We print fewer catalogues, and we present our promotions, letters, invoices and statements online to customers wherever we can.”

“All in all, superfast fibre broadband has given us the platform we needed to really make a success of our ecommerce strategy. We have made our mark as a global luxury goods brand whilst enhancing our traditional values of craft, service and sustainability to the benefit of our employees and local communities.”

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