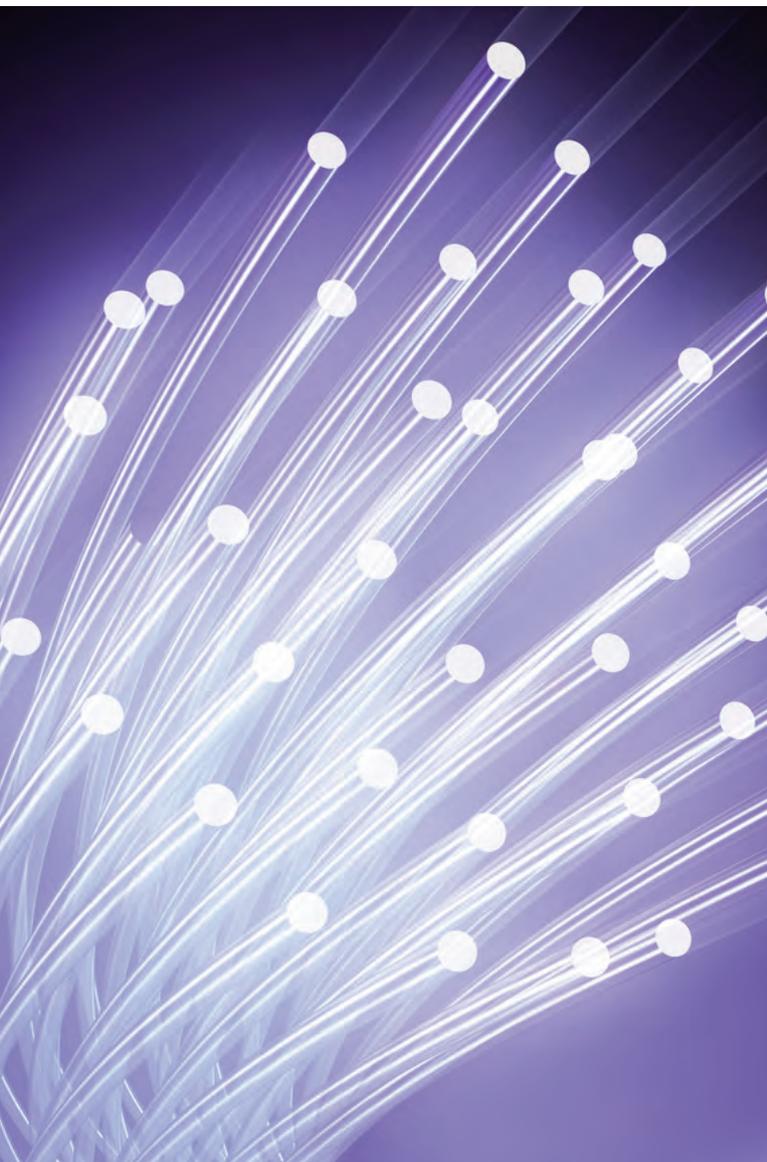




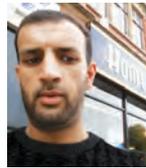
Superfast broadband – just part of the furniture



At first sight, it may not look too much like a digital industry, but **Home Style Furnishing Centre** is refurbishing its prospects with superfast broadband. Even the most 'connected' of us likes to wind down into a comfortable chair when we get home.

www.homestyle-furnishings.com

Modern life isn't just about the latest laptop, tablet or smartphone. We want a relaxing night's sleep, on a supportive mattress, and in a stylish bed. We want our homes to look good, to feel good, and to set us up refreshed for the next day. Shabaz Ahmed, Director, explains how even the most traditional of industries can benefit from high speed communications with its customers and suppliers.



"When you think about it, the furniture industry has been around for as long as people have walked the earth looking for shelter and somewhere comfortable to lay their heads at night. The difference these days is that people expect real choice. They want to be able to furnish every room in a way that suits their individual needs, lifestyles and budgets.

Our business is quite simple really. We present customers with access to the widest possible range of goods we can, and we make it easy for them to buy what they want, in a way that suits them."

Creating home style with fibre broadband

"Home Style is an independent, family-run business. Our doors have been open for over 20 years. We are committed to providing the largest assortment of household furniture and flooring in many styles and fashions at the best possible prices. This approach has helped us serve thousands of satisfied customers.

Our strength is our product range, which is constantly updated, but this valuable flexibility also used to cause us problems. It was hard for us to let customers know what we had to offer.

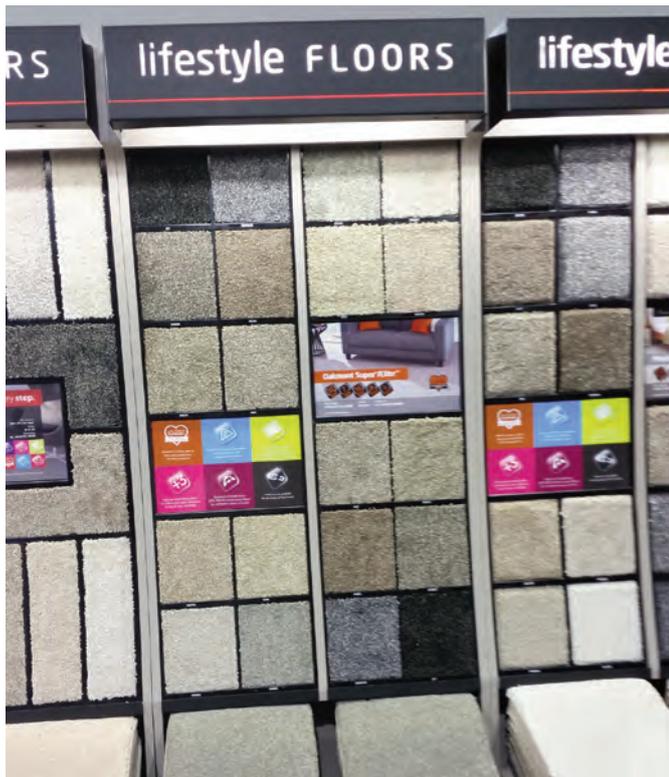
As a business, we have moved with the times – from working in a paper based environment to working online with all the benefits that come with it."

"Getting access to superfast broadband has allowed us to use the internet effectively for the first time."

A world of choice with fibre broadband

"We can now update our website easily and at any time. As we add new products, we upload them to the web so our full catalogue is always available and searchable by customers. An e-commerce interface means people can now buy securely through the website when they have found what they like.

We have always prided ourselves on giving a professional and personal service and we treat each customer as a valued individual both in our stores and online. Superfast Broadband makes it a simple task to provide customers with all the information they want.



We give thorough descriptions, full specifications and advisory information for each product. It all helps customers to make the right purchase – the one that suits their needs and lifestyle.

Some people come to our store first to see what's available and what's in stock. But often they want the chance to think carefully about their purchase before committing themselves. Instead of coming back to the shop, they place their orders online. Others search through our website, and then come in to the store to see, try out and buy the items that interest them. The website supports the shop, and the shop supports the website. Either way round, customers get a more complete service, and we have seen the benefits in increased sales."

Improving service, cutting costs

"Our suppliers use broadband to show us both their latest products and to see what we think of furniture packages and ranges they are planning to produce in future. When we place an order with them, we know immediately that they have received it, and we can communicate instantly to clarify any issues and discuss details of any special requirements.

"Superfast broadband has helped us make our whole business more efficient. "

Our marketing has improved as we have started to use social media channels such as Facebook, Twitter and Instagram to support our offer to customers. People seem to appreciate the combination of more than 30 years' hands-on experience in the furniture industry, with the broadest range of choice and an easy-to-use service.



Our independence from corporate overheads, and our huge 42,000 sq. ft. store give us the ability to keep our running costs low, and broadband helps cut the cost of our business systems and communications."

"Altogether, high speed broadband is invisibly transforming the business and underpinning our success and growth – we wouldn't be where we are today without it."

Key Contact

Ann Beynon, BT Director, Wales

Email: ann.beynon@bt.com

www.btplc.com

Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract. © British Telecommunications plc 2014. Registered office: 81 Newgate Street, London EC1A 7AJ. Registered in England No: 1800000. Designed by Strata.