



CFone Communications, Hillingdon

Case Study

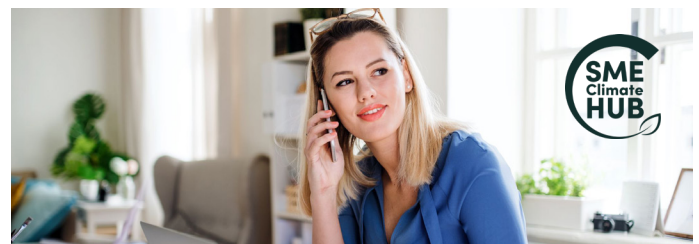
Hillingdon Chamber of Commerce, supported by Hillingdon Council, appointed Branduin in March 2021 to deliver their proven Fit To Bid® supply-chain skills programme and help Hillingdon businesses win new contracts. The programme was funded by Segro and Barratt Homes via Section 106 as per the amended Town and Country Planning Act 1990.

The Fit To Bid® construction supply-chain programme covered bid preparation, tender business model, financial strategy, and bid submission, providing practical skills to business owners, and giving them valuable insights into the tender process. Many local businesses in the Hillingdon construction supply-chain sector were helped to submit Expressions of Interest to **Volker Fitzpatrick**, the principal contractor on Segro Park Hayes development site.



Background

CFone Communications, established in 1973, is an accredited Crown Commercial Service Supplier and a member of Hillingdon Chamber of Commerce. The company services businesses across the UK assisting them to save money and improve their telecoms capabilities through their own cloud-hosted VOIP platform.



The platform has specifically supported many businesses during the pandemic, allowing them to help staff work remotely, as well as accessing key phone line features such as call recording and transferring that they normally would in the workplace.

To note, the safety, security and wellbeing of care home staff, carers, residents, and visitors have all been greatly improved by installing CFone's high-tech, and flexible phone systems.

CFone were the first company in UK to develop in-car mobile phones by using 2-way radio technology, even before the mobile telephone network existed. As a second-generation family business with amazing heritage, CFone are seeking to continue their success and win new tenders within the construction, healthcare, and education sectors, as well as major infrastructure projects, e.g. HS2.

CFone were keen to attend Branduin's Fit To Bid® supply-chain programme, to focus on bid preparation and provide them a competitive advantage in a fast-moving technology environment.



Strategic Plan

The company is developing API integration with third party software, allowing their customers to link both their telephone system and adopt new CRM systems, allowing them to answer calls, view customer records instantly, thereby saving time and providing a more personalised service.

The company is an active member of the SME Climate Hub and is probably the first carbon-neutral business VOIP provider in the UK, and it was featured at Glasgow COP26.

CFone started tendering in 2020 and felt that the Fit To Bid® supply-chain programme and new software were available at the right time to bring their unique products and services to market and provide a conclusive value-proportion, suitable for tender.

“Working with Branduin was a great opportunity, and we now feel prepared to answer difficult tender questions, identify services, and provide real life examples of how they can provide customer support. Branduin also assisted us with our corporate social responsibility statements” mentioned Mark Hodgkinson, Operations Director. CFone concluded that they will now use language which the customer uses and avoid jargon when tendering.

The company is now actively seeking tenders that align with their ethics by promoting and emphasising previous contract case studies to support new tender opportunities. The results are positive, and this strategy has received positive feedback and opened new doors for CFone. The new processes have been adopted for all bids and tenders, as well as for sales presentations when quoting for new projects.



Business Advice

CFone were provided free 1-2-1 business advice sessions which assisted them to re-define their tender documentation and help the company focus on their strong carbon-neutral ethos.

Over the last 30 years, CFone has planted over 100,000 trees and have helped their customers to reduce carbon emissions by reducing staff travel and disposal of obsolete hardware.

“Working with Branduin business advisor Charlie McClelland has been very useful; he has helped us review tender documents that we have submitted and given guidance. His 1-2-1 tender advice sessions have put us on a much better footing when bidding for new tenders” explained Mark.



We are proud to develop a scalable solution for our customers, no matter if they have one member of staff or ten thousand - we are here to help people communicate and work more effectively! Even though we were planting trees long before, it's been a passion of mine to educate our suppliers, colleagues and customers about the environmental benefits that we can bring to them.”

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