

# Search Workshop Supplies Case Study

Supporting & implementing telecoms systems to improve communications



## Website

<https://www.swsni.com/>

## Industry

Construction & Servicing



**Joel Doughty**  
Key Account Manager  
Simplicity Group

*“For the past eight years, we have been the provider of telecom solutions for Search Workshop, fostering a strong and positive relationship.”*

*Observing how their team places customer service at the forefront of their business has made our collaborative experience truly rewarding.”*

## Background

Search Workshop Supplies is Ireland’s leading garage fit-out and workshop equipment specialist. They are a trusted partner of leading experts in construction, servicing and calibration with over 40 years of experience in the industry. Their range includes automotive parts, heavy duty lift installation, and power equipment servicing.

With a varied customer base, the importance of a telecoms system was clear. The right system should help ensure a streamlined customer experience.

## Challenges

Search Workshop manages a high volume of daily calls across the UK and Ireland, necessitating the availability of multiple agents for customer support. Customers might call any season so any unavailability due to stock checks or holidays must be communicated.

Data transmission and communication to different departments is important for stock takes and it is essential for easy communication to people in Ireland and the UK.

## Objectives

- **Implement a system with out-of-hours messaging, auto-attendant, multiple lines and international calls**

An easy-to-set-up system that can be set up to communicate to customers holiday hours and stock closures, allow multiple agents to cover lines at one time, and call UK & Ireland lines.

- **Provide easy connection with customers and a high-speed data system**

Set up internet and phone systems so agents can engage with customers and guarantee the security and reliability of data transmission.

- **Fully trained staff and support when needed**

Have a dedicated account manager to assist when needed and provide training to the team on all products so they can respond quickly when needed.



**Call Management  
and Connectivity  
Solution**



**Configuration,  
Training & Support**



**Fully  
Integrated System**



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## Solutions

### 1) A Fully Integrated Telecoms System with Fibre to Premises (FTTP)

Search Workshop Supplies chose a fully [integrated system](#) which allows streamlined processes and enhanced productivity. It included internal transfer, external transfers, and busy lamp field features. Fibre to all locations facilitates high-speed internet, reliable service with scalability and quality of service.

### 2) International PSTN

Allows Search Workshop Supplies to contact customers across Ireland and UK. This ensures reliable and standardised voice communication on a global scale.

### 3) Best in Class Features

The system integrates all the features that Search Workshop Supplies needed including:

- Out-of-hours Messaging
- Auto-Attendant
- Call Management Features
- Centralised Communications

### 4) Configuration, Support and Dedicated Account Manager

The Simplicity support team are always on hand to provide configuration or support whenever needed. A dedicated account manager is there to regularly review, be a point of contact for any questions, and implement staff training.

## Testimonial



**Fiona Glass,  
Search Workshop Supplies**

*"Our experience with Simplicity and our telephone system has been great.*

*The attention to detail by the Simplicity team, combined with the top features, make this system an invaluable asset to our business. We are happy to say that this has significantly enhanced our communication capabilities- that's why we're still here after 8 years"*