

Riven Associates

Riven Associates values Spitfire

Established in 2003, Riven Associates provides IT services and solutions for SME businesses across most industry sectors in South East England. The company was using an ISP for customer internet connectivity, but found that support issues began to impact on customer service levels, as Alan McIntosh, Business Development Manager for Riven Associates explains:

“Basically it took too long to resolve issues and this was causing customers to complain. So we researched the market for an alternative supplier, and selected Spitfire.”

Spitfire is a leading independent business ISP and Internet Telephony Service Provider, delivering carrier network services and ISP connections to over 400 channel partners and their customers across the UK. Spitfire understands that, for channel partners, internet connectivity is now a ‘mission critical’ service for most of their customers, so partners want an ISP that is going to provide business class support and rapid fault resolution.

Communication is king

This is why Spitfire has implemented a KCI (Keep Customer Informed) policy - ensuring one Support Technician manages an issue from start to finish. This person is responsible for keeping customers informed of the status of their issue every four hours, in rotation, by SMS text messages, email and phone calls - which provides channel partners with the confidence and reassurance to sell the Spitfire portfolio of network services to their customer base. In a survey of customers, 90% respondents stated that the issue was resolved on first call.



Alan continues:

“We have a great relationship with our Spitfire account manager, who will come on new business presentations with us if required. There is also a good working relationship between our engineers and theirs, handing-off jobs between each other as required. We never get into a blame game about fault resolution, we always resolve issues jointly.”

Offering new services

Riven Associates' confidence in the relationship has meant the company is now also offering Spitfire's voice services to its customers. Because Spitfire is a leading ISP, its award winning SIP Communicator™ hosted telephony service offers some significant advantages over rival services.

Spitfire can guarantee end to end quality of service (QoS) when the solution is deployed on suitable products from a range of available options - providing direct connection between the customer's premises and Spitfire's core network, over the UK's widest range of SDSL, ADSL, EFM, GEA or Fibre Ethernet circuits. Calls are never routed over the public internet, ensuring Spitfire remains in control of all aspects of call quality from end to end. Alan explains more about the decision to work with Spitfire for voice:

"We had a business continuity issue ourselves so we decided to move to Spitfire's SIP Communicator™ hosted telephony service. Using it ourselves meant we appreciated the reliability of the service and understood the technology - and we're now selling SIP Communicator™ to our customers. The growth in cloud services means they are more receptive to hosted solutions and of course our own experience with the service means we can vouch for its reliability."

A proven and trusted supplier

SIP Communicator™ is ideal for multi-site operations such as retail branch networks or small businesses that employ home workers. The service offers considerable business continuity benefits, allowing collaborative working by staff even when prevented from getting to the office by extreme weather events and so on. Alan concludes:

"We have a very positive and mutually beneficial relationship with Spitfire. We get other ISPs calling offering cheap rates, but we don't pay too much attention because Spitfire is a proven and trusted supplier. Of course price is always a factor but for business customers depending on their internet connection, service delivery is critical. We can strongly recommend Spitfire."



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