

## EBS establishes new businesses with Spitfire support

European Business Solutions (EBS) was founded in 1991 to help companies wanting to set up in, or export to, the United Kingdom. Most EBS clients are based in the European Union and the company provides a full raft of services including corporate establishment, financial services and legal compliance.

In addition EBS can assist clients with IT and business communications. Since the late 1990s this has included internet access as Joe Williams, IT Manager for EBS outlines.

*"EBS Computer Services provides a full IT management service at an affordable cost, with packages designed to support UK activities to integrate efficiently with the systems of the mother company. Obviously online access is a critical part of this process."*

Initially EBS worked with a number of business ISPs, but found that poor quality customer service caused issues for their clients.

*"From our point of view we were trying to introduce clients to reliable network service providers that could resolve any issues directly with the client speedily and professionally. When this did not occur, we were necessarily drawn into resolving situations beyond our control and for which we were receiving no financial benefit. So we looked around for a business ISP that we could recommend to our clients both for quality service delivery and also professional support."*

In 2009 Joe saw an advertisement in a trade magazine for Spitfire.

*"I was aware of Spitfire and the ad was for their SIP trunk service. SIP trunks were new at that time and I contacted them to discuss what they could provide. It was immediately apparent that they understood that efficient customer service is imperative for business customers. They have no consumer customers so their focus is totally on business clients."*



Spitfire operates a 'Keep Customer Informed' policy which ensures that one support technician manages a customer issue from start to finish and is responsible for keeping customers informed of the status of their issue every four hours, in rotation, by SMS text messages, e-mail and phone calls. In a customer survey 90 percent of those which responded, stated that their issue was resolved on the first call.

*"We tried Spitfire with an initial installation of their SIP Communicator™ hosted telephony service for a client that needed fast set-up of phone access for a couple of staff. I was impressed by the service and also the information Spitfire provided so we could explain the concept to the customer." The cloud based SIP Communicator™ service only requires SIP compatible handsets, making it an extremely cost-effective solution for business start-ups and small businesses that are growing and anticipate moving premises or are spread over multiple sites. "It works very well for our clients when they're starting out because they can start small at a very low monthly cost, with minimal capital outlay. As they expand its easy to scale by just adding handsets."*

Following this Joe then chose Spitfire to manage network provision for EBS's own operations.

*"We needed to move our own offices and I used Spitfire to provide network connections at our new location and I was impressed by their efficiency in organising the logistics so that everything was in place and working when we arrived."*

EBS has also found managing client relationships easy with Spitfire.

**"We manage the relationship between us, but most of the communication is from us at EBS. One thing I am confident about is that Spitfire never speaks to one of our clients without asking us first. If we need to organise a demonstration of a service for clients, such as SIP trunks or SIP Communicator™, Spitfire will set that up and ensure it runs smoothly."**

In addition to efficient services backed by professional customer support, EBS has enjoyed a financial benefit from partnering with Spitfire.

**"We generate commission on all the Spitfire services our clients use, so not only are we able to offer a wider portfolio of reliable voice and data network services, but we are also rewarded for doing so."**

For channel partners Spitfire provides ongoing monthly commission paid automatically on all services including very generous call commissions, with no minimum targets.

Summing up the relationship with Spitfire, Joe says,

**"It's been very positive for us. The range of services they offer and the quality of the technical support has really helped our business. If they say they have a solution we know it will be deliverable and reliable, because we now have full confidence in the Spitfire team. They don't beta test on the customers and they don't take a 'best effort' approach to service delivery. That's precisely the approach I was looking for."**



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