



“Your Own IT Department But At A Fraction Of The Cost”



Happy Customer Limited owns and operates Subway Sandwich franchises. The company currently operates five Subway restaurants, all based in the North Liverpool area. With an annual turnover in excess of £2m and 80 employees, the company has plans to expand over the next three years to become the leading Subway franchise operator in the North Liverpool area.

“We would recommend Ziptech to anyone, we’re not just saying that – we really would!”

Paul Darlow
Happy Customer Ltd

“Our company is growing at a rate of knots so we need reliable, affordable IT support. Having Ziptech on board is like having your own IT department but at a fraction of the cost. They save us days of effort each month and, where there’s a specific piece of work, always stick to the price quoted. Plus, they are clued-up commercially. You need someone who understands your business, and Ziptech consistently demonstrates that it does.”

Paul Darlow, Director, Happy Customer

Staying on top of IT

When Happy Customer started out it handled its own IT issues and developments internally. But as the company grew (from four shops to five and, imminently, six) it lacked the time and expertise to stay on top of this side of its business. In particular it needed reliable communications between its different sites to enable synchronisation of point-of-sale configuration, not to mention general IT support. Now, since signing up Ziptech, the organisation has access to a dedicated IT consultant who can:

- Quickly and efficiently resolve IT issues
- Offer well-considered IT solutions that fit with the growing requirements of the business.

Core benefits

Happy Customer originally considered an internal full time IT Manager but found the benefit of Ziptech was access to the combined knowledge of everyone at Ziptech and considerable cost savings. Now, with the help of Ziptech, all Happy Customers’ sites are connected to a central IT server, enabling the following benefits:

- Individual store managers have access to information crucial to the day-to-day running of their sites
- Store managers are no longer required to visit Head Office 2-3 times per week to complete admin duties
- New stores can come on stream quickly
- Crucial IT support is available at the end of a phone, with a dedicated and knowledgeable team of consultants.

The personal touch

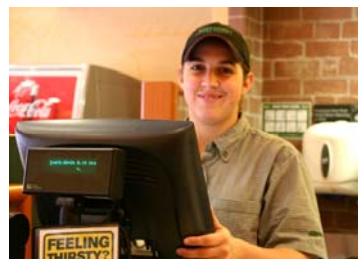
After researching the market, Happy Customer decided to use Ziptech for the following reasons:

- Ziptech presents options and potential solutions for solving problems
- Ziptech always delivers to the quoted price
- Ziptech does not operate a 2 or 3 tier support system with call loggers taking messages, instead clients can get straight through to the engineers in the support team to get their problem solved as quickly as possible
- Ziptech’s IT consultants are not just technical experts; they also understand their clients’ business and commercial requirements.

Savings all-round

As a result of using Ziptech, Happy Customer cites two key business benefits:

- Consistent, reliable, ongoing IT support and advice, tempered with a sound understanding of the business
- Where a new project is suggested, well considered options are presented and the subsequent work is delivered on time, and on budget.



FREE no obligation Traffic Light audit

Happy Customer benefited from having an audit completed before they made a decision – you could benefit too. The audit highlights any issues in a simple **Green, Amber, Red** “Traffic Light” format and provides you with a fixed price quotation for your IT services.

To find out if your business would qualify for a free no obligation audit call Jim Simpson on **0845 1233 942** or email him at jsimpson@ziptechservices.co.uk