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Focus Group Generates Big Savings for DB Foods

Established in 1991, DB Foods is one of the largest independent wholesalers in the UK. They offer a comprehensive range of fresh and frozen meat products.



Challenge

Focus Group first visited DB Foods eight years ago. At that point they had their company mobiles with Vodafone and another local dealer, split across two accounts. The tariffs were not cost effective, and they were not receiving a proactive account service.

DB Foods invited Focus Group, along with a number of other mobile providers, to tender for its business. A reduction on the monthly cost for mobile was a critical factor, whilst at the same time giving room for the account to grow with the needs of the business. Also, the customer needed better service and dedicated account management. These issues were identified through a number of meetings with the customer and a detailed analysis of their bills was carried out.

“Since transferring our account to Focus Group we’ve seen our mobile bills reduce every year and have received an excellent level of customer service. Queries are always answered quickly efficiently and we always receive new equipment within 24 hours. I wouldn’t hesitate to recommend Focus Mobile to other businesses.”

Gary Branch,
Transport Manager



The Solution

Focus Group were able to consolidate their fleet of mobiles onto one new account with O2. This was cheaper than their existing tariffs with Vodafone and offered more in terms of monthly allowances. We demonstrated a more consultative approach and assured an excellent level of customer service. We were also able to show a greater monthly saving than the other offers that DB Foods were considering.

The Results

The DB Foods achieved significant savings immediately upon transferring across to O2 and Focus. They also had a more streamlined and efficient tariff that allowed them to more easily identify costs that could be charged back to individual users.

DB Foods have now been with Focus Group for eight years, and are still on the O2 network. The amount of users on the account has grown by over 100% as the business has grown, but ongoing mobile costs remain low. In fact, their fixed mobile costs have actually reduced every year, which is down to proactive account management from the team at Focus Group. The relationship between Focus Mobile and DB Foods is excellent, with almost daily contact and regular meetings to review the account.

