

Irish Continental Group

CASE STUDY



The Background

Irish Continental Group (ICG) is the leading Irish-based maritime transport group, carrying passengers, cars and freight on routes between Ireland, Britain and Continental Europe.

The business also operates container terminals in the ports of Dublin and Belfast, as well as executing ship chartering activities.

The business was experiencing a very poor service from their previous mobile provider and were looking to work with a provider that was more proactive and offered a more tailored solution that better suited their needs.



The Challenge

Irish Continental Group was relying on a mobile provider that did not offer the level of service that the business required.

As the company travels throughout UK and Ireland, as well as France, issues with out-of-bundle spend, roaming and international calling were causing costs to spiral.

Poor communication, a lack of proactive support and efficient account management from the previous supplier, made these challenges difficult to resolve.

The Solution

We provided a combination of EE and Vodafone packages to create a tailored business mobile solution that met the needs of Irish Continental Group.

We recommended a SIM-only plan to avoid unnecessary handset-priced tariffs and to reduce the overall spend.

Our account management services ensured that ICG always had a point of contact and we ensured a swift and seamless port over to the new solution with minimal disruption.





The Results

ICG benefitted from both a solution and a level of service that saved money and hassle.

Users who only required data, were deployed on an EE solution, whereas those who required mobile voice and data were deployed on a Vodafone solution, which provided flexibility with tariffs and bundles.

“

Elite are good people to deal with. They genuinely try to keep customers happy. They are professional, responsive, and easy to deal with.”

”

SEAMUS MCCARVILLE | HEAD OF IT | IRISH CONTINENTAL GROUP

Our services reduced overall costs for the business's mobile packages by 60% and the business benefitted from a single point of contact for account management on both networks.



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