



Established in 1998 in the historic walled town of Conwy, Fletcher & Poole Independent Estate Agents was created by Elaine Fletcher to provide an outstanding and personal service to clients across the North Wales area.



The ethos created by Elaine in the early years, of putting the needs of the client first, is what continues to drive the company forward. Over the last 20 years, the business has grown with another opening office in Rhos-on Sea that encompasses both individual sales and Residential Lettings. This team is steadily growing, but retains the personal touch synonymous with the Fletcher & Poole brand. Fletcher & Poole now cover a large part of North Wales.

The Situation

Comms Management began working with Fletcher & Poole in 2011. The Comms Management Office is just a five minute walk through Conwy town, which made it easy for these businesses to work closely together. Since then, Fletcher & Poole has expanded to three offices and Comms Management installed and maintain the phone system and internet connection for all of them.

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‘Comms Management have fostered a really close working relationship over the years, and when there is a problem like this it really pays off – I know I can leave everything in their hands.’

Elaine Fletcher, Director

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This close working relationship is facilitated by the Comms Management business structure, which assigns a single account manager to each client. The Account Manager is able to get a strong sense of how a business works, and allows Comms Management to fully utilise their technical knowledge to make sure they are offering a solution that completely lines up with what the business needs. Fletcher & Poole originally requested a phone system that would mean all their sites had an integrated system and a reliable voicemail service. There were concerns over voicemail service during out of hours and Comms Management were able to suggest and implement a

system that enabled them to have a voicemail service during hours of business to solve this. In 2014, Fletcher & Poole began to have internet connectivity problems. These problems were caused by BT Openreach, but Fletcher & Poole turned to their Comms Management Account Manager, Steffan, for help.



The Solution

Stuart McDonald, Technical Co-ordinator at Fletcher & Poole, commented that Steffan was extremely helpful ‘whenever we contacted him with a problem, he’d be on the phone to us straight away with advice if he didn’t actually come in to the office. On the rare occasions he wasn’t around, he’d always get someone else to sort the problem for us’. The internet connection began cutting out unusually pointing to a larger problem.

Steffan’s in-depth technical knowledge meant that he was able to contact BT Openreach directly to discuss what might be at the root of the problem. Stuart McDonald described him as ‘tireless in pursuing BT; he pushed them to work as fast as they could’. While Steffan led the relationship with BT Openreach, he made sure Fletcher & Poole were informed.

Comms Management brought Fletcher & Poole various options as to how their internet connectivity could be solved, and worked with them to come up with a plan to implement one of these solutions. Once it had been implemented, Comms Management closely monitored the internet connection at Fletcher & Poole to see how successful it had been. Although there was some improvement, Comms Management were not satisfied, and at the six month mark suggested trying fibre broadband. This was completely successful, and Fletcher & Poole’s internet connection is now reliable.

The Result

At an estate agency, internet access is absolutely key. Not only are they constantly emailing clients, all properties need to be uploaded on to house move sites. Furthermore, the solution is faster, cheaper and more reliable.

Fletcher & Poole were extremely impressed by the dedication with which Comms Management tackled their problem even though they were not responsible for it. Stuart McDonald said ‘it made me so confident in our relationship with Comms Management. I know whatever the problem is they will do everything they can to help us.’

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‘Our Account Manager, Steffan, was superb. He worked so hard to help us and we’d have struggled to liaise with BT Openreach without him.’

Elaine Fletcher, Director

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