

Internet package provides all round benefits



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Jennifer Irvine
 Founder, The Pure Package

Growing problems

Despite consumer demand for a return to nature, a London-based ready meal company – faced with a growing client list in the fast-paced city market – needed a range of reliable IT services to help it expand. But these are not just any ready meals. The Pure Package delivers full nutritional meal programmes, made from the freshest and most natural ingredients, direct to the customer’s door.

Her customers want instant gratification, explains Jennifer Irvine, founder of The Pure Package: “They want the information now. They’ll call us up with a load of complicated questions. If we send them a brochure it’s going to take a couple of days to arrive.” Also Jennifer adds that paper brochures are expensive to print, quickly out of date, and bad for the environment.

Providing the information immediately can mean the

difference between customers buying and not, so The Pure Package came to BT for a straightforward and user-friendly solution.

About The Pure Package

The Pure Package is a London-based company that delivers nutritional meal programmes direct to the customer’s door. The founder, Jennifer Irvine, heads a team of nutritional and dietary therapists, guest nutritionists, and chefs to create meals that are both delicious and healthy.

Built-in resilience

The BT Business Total Broadband package provided a complete solution to fit The Pure Package's needs. All the services Jennifer wanted – internet telephone calls, email accessible from anywhere in the world, antivirus software, website hosting, wireless networking, and a 24-hour helpline – are bundled with the broadband helping to save The Pure Package money. "Plus," recalls Jennifer, "it was really easy to get going."

The built-in wireless service allows Jennifer and her staff to use the internet throughout the offices and kitchen without hazardous cables, and the email system has had an unexpected benefit. Jennifer says: "It's a really good back up because let's say you lost all your computers at the office, you can relocate and immediately be able to get into your emails again. That has actually happened to us, but our customers never noticed because we were able to restore so fast!"

Organic solutions

Web hosting has allowed The Pure Package to meet potential customers' expectations, as Jennifer explains: "They can look at our website immediately and we can discuss it over the telephone with them; it's fantastic. We use it literally like a brochure, and the wonderful thing is that when we do something fabulous and new, instead of a print run we just make some tweaks to the website and voilà! It's done." It has also cut down on paper costs and waste.

Jennifer adds: "The service generally works. But when things didn't quite happen for me I called the helpdesk. I was quite shocked because a human being, someone who seemed to get a kick out of helping me, answered the phone. They were extremely helpful and really nice about it, and they didn't make me feel stupid."

The Pure Package's technological development has been so successful that Jennifer is planning to start using the bundled BT Office Communicator software soon. She concludes: "It'll be wonderful for our therapists who speak to our clients over the phone; the idea that we could actually see the customers as well would be fantastic."



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About the BT solution

The Business Total Broadband package proved to be a complete solution to all of The Pure Package's needs. The company uses a BT Business Hub that combines a modem, router, hub, and wireless access point with a built-in firewall. It allows the connection of more than one computer to the broadband service and is compatible with BT Business Broadband Voice. The package also provides 50MB web space, 10 email addresses, internet calls (using VoIP), and 24*7 Freefone access to the BT UK business helpdesk. Bundled software includes BT Office Communicator, Outlook Web Access, and Internet Security Pack Lite that offers protection from internet-borne threats such as viruses and spam.

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