

# Success story - Ethernet leased lines



## 2 Circles Communications



## Snapshot

2 Circles Communications is a business-to-business telecommunications specialist providing complete solutions and is focused on delivering superior levels of customer service and support across all business sectors.

### The requirement

A growing demand for Ethernet leased lines from its customers prompted 2 Circles to look to expand its supplier relationships; in doing so the firm was keen to find a supplier as dedicated to delivering superior levels of customer support as itself.

### The solution

2 Circles Communications heard of Entanet's impeccable industry reputation in the delivery of high quality leased lines and started a new supplier relationship which has enabled it to meet its increasing demand for Ethernet connectivity solutions that are efficiently provisioned and well supported.

### The benefits

- Ability to meet the ever increasing demand experienced for Ethernet leased line solutions and satisfy its customers' needs efficiently
- Complete confidence in the reliability and resilience of the connection, the provisioning process and the levels of service and support received from Entanet
- Thorough training and support received via Entanet's on-boarding process for new partners to ensure complete confidence when selling the solutions
- New opportunities to work alongside Entanet on larger and more complex projects.

### Conclusion

We're getting prompt responses and it's a very close relationship right across the board. They're very personable and friendly and it feels like they're an extension of our business. It's just easy. It's all about keeping it simple and I think that's one of the things that Entanet has done very well.



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## In-depth

### Keeping it simple

When 2 Circles Communications needed a reliable, responsible connectivity supplier for Ethernet Leased Lines, Entanet met the required standards and has provided a level of service that has gone beyond expectations.

2 Circles Communications is an award-winning business-to-business telecommunications specialist providing complete solutions coupled with best-in-class service and guaranteed cost savings. The business was established in 1999 and is based in Redbourn, Hertfordshire. It offers 24/7 support and exceptional levels of personal service to around 10,000 clients throughout the UK across all business sectors.

The company has been growing year upon year and seeks to work with communications partners who it can depend upon to meet its exacting standards of customer service delivery. In 2015, it experienced a sharp rise in demand for Ethernet leased line connections and, having heard about Entanet's exceptional capabilities in this area, contacted the company to explore the potential of forming a business partnership.

### Building strong relationships

Elaine Abson is Partner Experience Specialist at 2 Circles Communications. She explains why, for 2 Circles, choosing the right connectivity services partner is so important. "The thing that makes 2 Circles different to other telecoms companies is our customer service focus. We offer the most remarkable customer support and we want to make sure everything goes right for the customer.

We have dedicated account managers and smart routing systems, so they can always get straight through and it's always the same person they are talking to. We try to build up a really strong relationship with our customers and we've got one of the highest customer retention rates in the industry."

Although it already worked with a number of connectivity providers, the rise in demand for Ethernet connections prompted a search for additional options that would enable 2 Circles to offer even more reliability and assurance to its customers.

### Shared goals

With any supplier or partner, 2 Circles looks for specific qualities. "We look for really reliable suppliers that share the same customer service goals", Abson says. "It's about making sure that the provisioning is done as smoothly and as quickly as possible and also that when something does go wrong we can get it fixed quickly. Our customers call us if there is a problem and as soon as they do the clock is ticking and we have to respond right away."

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Elaine Abson, Partner  
Experience Specialist,  
2 Circles Communications



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Abson says that reports from the 2 Circles' account teams with regard to Entanet's responsiveness and flexibility on Ethernet quotations and its service levels on provisioning are exceptional. "The comments about Entanet are that they are one of the best suppliers we've used for leased lines. Orders are going through smoothly and if there is a problem they are getting back to the provisioning team straight away. We get regular updates from them and that's really important because, if there is a problem, we can let the customer know what's happening."

## Clear process

When 2 Circles started working with Entanet it was taken through the onboarding procedure Entanet follows for all new business partnerships. This ensures that the partner is fully aware of how Entanet's provisioning, support and communications processes work. It also covers all commercial aspects of the relationship, such as pricing, credit and billing. Entanet provides face-to-face or online training for partner teams, both on its products and on its web portals, which can be used to place and manage orders online, 24 hours a day. The company makes sure the partner is clear and happy with the process before raising its first invoice.

To date, Entanet has more than met 2 Circles' expectations, says Abson. "Our account managers say they're great to deal with on the support side and one thing they really like is the prompt response they get from Entanet. Queries are answered really quickly and they feel that Entanet is prepared to go the extra mile."

## Growing confidence

Confidence in Entanet as a supplier has grown quickly at 2 Circles. After working with them for around six months and putting in a number of leased line Ethernet circuits for customers, 2 Circles is planning to start using Entanet for even larger projects.

On quotations, provisioning, keeping account teams informed and support, Entanet gets consistently high marks from 2 Circles. Abson says; "We are getting prompt responses and it's a very close relationship right across the board. They are very personable and friendly and it feels like they are an extension of our business. It's just easy. It's all about keeping it simple and I think that's one of the things that Entanet has done very well."

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