

## **Bulldog Communications gives Cool Matters Ltd. more broadband, for less money**

Cool Matters Ltd., a refrigeration manufacture and repair company based in London, is using Bulldog's Pro@ctive business packages to bring down costs and boost efficiency.

Cool Matters is an engineering company offering a range of services, from the repair and manufacture of air conditioning units to the manufacture of doors and frames for cold rooms. The company has been operating from its London office for the past six years and now employs five people.

The small business connects its five computers over a Local Area Network (LAN) using Bulldog's Pro@ctive service a specialised business package designed for sole traders, small businesses and other business people using a LAN system for their communications.

Bulldog Pro@ctive comes with a one month contract, delivers unlimited internet access at up to 8 meg download speeds and up to 512 kbps upload speeds. With no minimum spend commitment or call set up fees, it offers unlimited calls to local and national UK landlines and calls to mobiles capped at 30p for the first hour. The service costs £38.50 per month and monthly phone bills can be added for an extra £13.50.\*

The service has dramatically reduced Cool Matters' monthly expenses. According to David Razavi, director and founder of Cool Matters, the service has made a difference not only to the business' profitability, but also to productivity.

"As a company with engineers on call, a lot of our business is done over the phone. Bulldog gives us a cheap and reliable phone service plus all the benefits of 8 meg broadband." The company previously operated on a single ISDN line from BT, but as the business expanded so too did its need for better communications. "With ISDN we struggled to run our LAN and even when you could get onto the internet the connection was slow. The real pain was that we could only have one person on the web at once. If someone was on the net, we couldn't use the phone at all, which could have been losing us business," says David Razavi.

Since the company switched to broadband, this has all changed. Bulldog has made a difference not only to the business' bottom line, but also to the speed and efficiency with which it does business. "Now we have five computers, which are all connected to the web. This meant we could employ an extra four people who can connect to the internet to log queries from customers and respond to requests, whilst at the same time, I can be talking on the phone to new customers. Our business is all about responding to customers quickly and efficiently. Thanks to Bulldog, we can do just that."

Now that Cool Matters has quick and easy access to the web, it is looking to expand its website and is currently looking into online advertising to attract more customers. “With the quick upload and download speeds, we can get to grips with maintaining our website something we haven’t really been able to do before and something which should bring us many more customers.”

For Cool Matters, quick and reliable broadband and phone services have meant an end to the communications problems, which previously were a part of running our business. “It’s not only cheaper than the BT package we had before, it’s much more efficient because we can use one line for three or four things at the same time - and most importantly, we have never had a technical hitch,” says David Razavi.

**ENDS**

*\* Current Special Offer: New customers signing up to Pro@ctive will benefit from the first month’s broadband service for only £1. In addition, new customers will not be required to commit to the Bulldog service for longer than one month, allowing true flexibility for customers to trial its fastest broadband speeds. Bulldog is also offering a reduced price of £15 for the next five months and a free phone-line for the first six months.*