

COMPANY CASE STUDY

Sowing the seed of success:
The positive impact of
VoCoVo's wireless headsets
for Your Local Garden Centres



THE BIG PICTURE

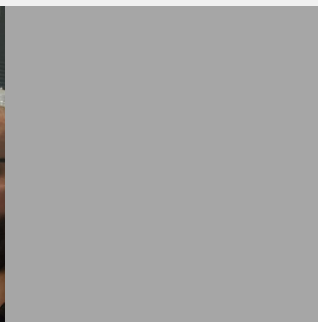
Your Local Garden Centres, a growing chain of high-end garden centres, have quickly gained recognition for their exceptional customer service and extensive product offerings. These beautifully presented centres provide the perfect blend of seating areas, both indoor and outdoors. They are an ideal destination for not only all horticultural needs, but also for wholesome meals, relaxing afternoon teas, or a quick coffee and cake.

Your Local Garden Centres have expanded their operations through site acquisition and rebranding. At every step they ensure that they truly embody the essence of being your “local” garden centre. With a strong commitment to supporting their local communities with amenities like children's play areas, coach-friendly car parks for groups, free parking, family spaces, dog-friendly spaces, and their fantastic “Gardener's Kitchen” restaurant, they provide a charming and fully inclusive experience for visitors.

YOUR LOCAL GARDEN CENTRE'S CHALLENGES

Your Local Garden Centres faced common challenges for a growing retail business. Top priorities were to replace dated technology and support their expanding team. Some of their sites are large so unreliable coverage could cause a problem. They needed a solution that was robust, reliable and eliminated downtime and communication inefficiencies due to poor coverage.

To tackle these hurdles and boost efficiency, they sought the expertise of 2826 Ltd. The solution of choice? VoCoVo's market-leading wireless team headsets, designed specifically to meet the unique needs of retail settings like this.



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AT A GLANCE

Challenges

- Outdated technology
- Implementation across several locations required
- Site coverage

Benefits

- Robust, reliable coverage
- Scalable solution
- Futureproof investment
- Improved customer service

REQUIREMENTS

Team communication challenges can arise in an expanding and fast-paced business environment. Your Local Garden Centres needed to find a solution that could grow with their team as they open several new sites. It was crucial that the new solution would scale with them and prove as a solid and worthwhile investment for the future.

One core value of Your Local Garden Centres is exemplary customer service. They needed a solution that provided instant communication and allowed team members to deliver the very best service for their customers.

Their key requirements were outlined as:

- Reliable coverage across every site (often large areas)
- Replacing outdated older technology
- Facilitating instant clear team communications
- A solution that could scale as the business grows

SOLUTIONS & OUTCOMES

Your Local Garden Centres value effective team communication. They partnered with 2826 Ltd and demoed VoCoVo, the market-leading wireless team communications solution. After the initial demo, a coverage survey was conducted to determine the number of base stations needed. The team chose the VoCoVo Go+ system, with multiple base stations which would provide exemplary coverage. VoCoVo S4 retail headsets were initially implemented for a trial period in two stores, with 16 headsets per store. The roll out to other stores followed, and will continue as new sites join the business.

The VoCoVo headsets have become an indispensable tool for the Garden Centres's sales and customer service teams. Efficient communication has resulted in improved teamwork, streamlined in-store processes, and reduced time wastage. Customers have also experienced enhanced service, with shorter wait times and more responsive interactions. This has led to higher customer satisfaction and loyalty.

VoCoVo has not only met Your Local Garden Centres's current needs, but will scale to provide their future needs, with ease. The success seen in the initial stores has led to a decision to implement VoCoVo headsets across all locations.



"We are very happy with the headsets. The way communication has improved between our team is excellent. We are very happy with the customer service and support 2826 Ltd have provided."

Kinga Kowalczyk

Group Operations Manager