

# CASE STUDY: SIXTEEN YEARS WITH OPTUS AND STILL GROWING STRONG.

## CASE STUDY SNAPSHOT

### Client

Glenco Electrical

### Sector

Electrical service and maintenance

### Products and Services

Full suite of smartphones, wireless broadband and office phone systems.

### Benefits

- Better cashflow
- Doubled number of jobs per day

### Client testimonial

"We can now do anywhere between 50 and 90 jobs a day which is twice as many as we used to. Optus has been instrumental in enabling this growth as we absolutely need to have 24/7 connection in order to support our invoice system."

Brad Rosen  
Managing Director



Glenco Electrical is an electrical services company based in Sydney that provides electrical services and maintenance. Over the years the company has grown from three staff to 25.

Co-owner and Director Brad Rosen signed up with Optus 16 years ago when the business first started.

"We decided to go with Optus because they offered us what we needed at the time – which was very simple in comparison to what we have now. What really impressed us from the outset and still to this day, is the level of service that we get from Optus. Starting from when we were low-end users up until now, we have received the same high level of service from the guys at Optus," said Brad.

Today, Glenco has adopted a 'whole of business' approach to Optus' products and services, covering mobile, wireless and fixed.

"Basically everything that we have that is telco related – is Optus. I believe that if you are happy with a service, you stay with it. That's why we've stayed with Optus for the past 16 years," added Brad.

The business took a turn for the better when Brad decided to adopt an electronic invoicing system to address the company's invoicing, cashflow and time management issues.

"We knew that our paper based invoicing system was very slow and time consuming. Our electricians could not invoice jobs on the same day and they would have to call me for details of the next job everytime. It just wasn't a very effective way of doing things," said Brad.

The new invoicing system is now installed on the technicians' smartphones. Once a job is complete, the technician can instantly fill out a form from the smartphone and get an electronic signature from the client. This then gets sent to Brad as a single report which he can print as an invoice to post or fax to the client on the same day. The system also allows Brad to enter jobs via his office PC which the technicians receive on their smartphones.

yes  
OPTUS

BUSINESS

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“This would not have been possible without our phone, mobile, email and internet connection. I have no hesitation to say that Optus has enabled us to grow to where we are today.”

Brad Rosen, Managing Director  
Glenco Electrical

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“I really feel like Optus has come on this journey with us. As our business has grown and changed – Optus has grown and changed with us. I know I am getting the best service – if there is better out there, I don’t know about it. It’s not just about the money though. I might be able to get a cheaper deal elsewhere but I don’t think I would get the same level of service,” said Brad.

Brad is proud to say that his business has grown into one that is technologically savvy, invoice friendly and cashflow positive.

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“My philosophy in business is this: the key to succeeding is customer service. Anyone can change a light bulb for you. But what you will remember and come back to is someone who did it with a smile and went out of their way to make sure you were happy with the service. That’s how I run my business – that’s how I treat my clients, that’s how I like to be treated, and that is how I am getting treated by Optus,” concluded Brad.

To find out how Optus can help you increase productivity through innovative communications solutions, contact your Optus Account Manager.  
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