



## CASE STUDY

Tritel Limited  
Haywards Heath  
West Sussex



*"Knibbs offers impartial and informed advice every step of the way. We've never had a problem they couldn't solve quickly, efficiently and at a very reasonable price."*

**John Brennan, General Manager, Tritel Ltd**

### At a Glance

- Tritel is a leading supplier of plain and printed self-adhesive tape for use in the British manufacturing industry
- Tritel wanted to differentiate itself from the competition and improve business processes and customer service
- Knibbs installed a robust yet flexible IT and communications system and developed a bespoke online order tracking facility for customers to access 24/7
- Tritel now leads its industry in client service and is perfectly positioned to raise the standard even higher over the next few years.

### Case study

Tritel began in 1978 to supply plain and printed self-adhesive tape to the British manufacturing industry. Importing a wide range of products from across Europe and beyond, Tritel is now one of the UK's leading suppliers and employs 25 people across two sites in West Sussex and Cambridge.

In 2003, Tritel was sold by its original founders. The new owners recognised the significant untapped potential within the company which, through some sound investment in a modern IT and communications systems, would enable Tritel to stand head and shoulders above the competition.

Tritel wanted to make the leap away from old-fashioned 'pen and paper' processes, which were making the company sluggish and unwieldy to manage, and instead develop an IT system which could not only handle existing operations but open up the company to new opportunities.

Tritel needed the help of a computer services company that could understand its needs, have the technical ability and impartiality to develop a solution that was right for the job, and all to a budget. Tritel chose Knibbs Computer Services:

*"We can absolutely trust Tim and the team to offer us impartial and informed advice every step of the way. We've never had a problem they couldn't solve quickly, efficiently and at a very reasonable price,"* says John Brennan, General Manager of Tritel, whose role includes responsibility for the smooth-running of the company's IT infrastructure. He continues:

*"In 2003, Knibbs installed our new PCs and software packages. As we grew, we then needed to invest in a server that could cope with our ever-increasing workload and could be relied on to store all our information securely. Tim helped to source and to install the right one for us, and as a result we've saved significant time in nightly back-up procedures alone."*

Earlier this year, Tritel decided to differentiate themselves from their competition and raise the benchmark for customer service within their industry. Tritel wanted to create a new 'customer

only' section to its web site and turned to Knibbs to make this vision a reality. Now, each Tritel customer has their own online account facility which they can access securely at any time of the day or night to track their order. Since going live, positive customer feedback on the service has been overwhelming. In addition, enquiry calls into the office have decreased, thereby increasing time to concentrate on the job at hand.

More projects are in the pipeline over the next year, including the development of an online purchasing facility. Using Knibbs as its technical partner, Tritel's management is taking the business from strength to strength.