

RED
ROCK

OPAL ADVOCACY

Case Study



BUSINESS PROFILE

Opal is a registered charity supporting people in Oldham with learning disabilities and autism. They empower individuals from less privileged backgrounds, ensuring their voices shape the services they rely on for equal life opportunities.

Opal is dedicated to giving a voice to those who deserve equal opportunities, with people with learning difficulties at its core. For over 40 years, the charity has grown through strong partnerships with Oldham Council, Action Together, Stop Hate Crime, and the Living Wage Employer, expanding its support to those in need.

PREVIOUS SOLUTION

Chief Executive Michelle Anderson has been with Opal for 11 years. Opal faced ongoing telecom issues with their previous provider, including delayed responses, poor customer support, and unclear issue resolutions. Inefficient phones and unreliable internet disrupted daily operations, impacting their ability to serve the community effectively.



OPEN SINCE
1983

The breaking point came when a generator test in their shared council building left them without internet, and their provider failed to send a technician promptly. With recurring outages and no reliable support, Michelle sought a new telecoms partner that could provide the dependable service Opal needed.



WHAT WE DID

Michelle was introduced to Paul Bate of Red Rock through a recommendation from Gary at Positive Steps, impressed by their customer service and attention to detail. Michelle initially worried about the transition but was reassured by Paul that there would be no interruption to their internet.

The process was smooth and straightforward.

They discussed the best solutions for Opal's needs, and the clear schedule of delivery made the process easy to understand. Sarah Chapman's support was praised as "very helpful," and Michelle appreciated that she didn't have to do anything. The Red Rock team efficiently managed the installation, provided product tutorials for Opal employees, and followed up to ensure satisfaction with the new solution.

THE END RESULTS

These benefits resulted in:

- ✔ Easy staff training and knowledge sharing.
- ✔ Streamlined operations.
- ✔ Enhanced productivity during client sessions and presentations.
- ✔ Access to industry – standard features at no extra cost personal touch.
- ✔ No overdue issues.

ONGOING SERVICE

The smooth transition to Red Rock stood out, providing Opal with reliable business communication and exposure through our client network, newsletters, and podcasts. We look forward to seeing our relationship grow stronger in the future.



Red Rock

Ground Floor, Albion House
163-167 King Street
Dukinfield, Greater Manchester
SK16 4LF

Get in touch

0800 307 0170
contact@redrockcommunications.co.uk

Follow us

