



# POLYCOVER

**PolyCover**  
Specialist Flexible Packaging

## Case Study

### BUSINESS PROFILE

PolyCover is a UK-based manufacturing company specializing in the production of high-quality elasticated covers for long-term or temporary packed products, including bags, sheets, covers, and circular discs, catering to the food, medical, and industrial industry.

Their dedication to a greener future earned them the prestigious 'Best Climate Project' award at the 2021 World Chamber Congress Awards, underscoring their mission to deliver reliable, UK-made products while protecting the environment for future generations.

### PREVIOUS SOLUTION

PolyCover initially operated with an Avaya IP system and relied on connectivity through a previous provider. However, their telephony solution offered limited features, coupled with subpar support services and long wait times for resolving connectivity issues. Reliable connectivity was crucial to maintaining their standard of customer service and seamless communication with partners.



Recognizing the need to transition into the digital age, PolyCover sought a fibre connection to future-proof their business against the looming ISDN switch-off. This upgrade would improve connectivity and enhance job flexibility and introducing video hosting capabilities. PolyCover decided to explore alternative solutions that could better meet their growing demands and support their business expansion.



## WHAT WE DID

PolyCover partnered with Red Rock, drawn to our strong reputation and expertise, to address their communication challenges effectively. Solutions Architect Paul Bate consulted with Keith Harrison, Managing Director of PolyCover, to explore the company's pain points and identify potential solutions.

Paul introduced the team to the 3CX system, which impressed everyone during the live demo with its robust features and capabilities. Following the contract agreement, Kian managed the installation and training process, ensuring a smooth transition from their old and unreliable systems. As a result, PolyCover gained reliable operational efficiencies, seamless conference call capabilities, and enhanced security, all powered by connectivity from Gamma.

## THE END RESULTS

These benefits resulted in:

- ✔ Seamless integration of emails and calls, streamlining communications.
- ✔ Work flexibility through mobile Wi-Fi capabilities.
- ✔ Transparent service with personal touch.
- ✔ Comprehensive training sessions led by industry experts.
- ✔ Improved service delivery for a better customer experience.

## ONGOING SERVICE

We maintain a strong and enduring relationship with PolyCover, ensuring they receive comprehensive support during business hours and reliable connectivity through our trusted partner, Gamma. At Red Rock, we take pride not only in delivering industry – leading service but also in building lasting relationships with our customers. We look forward to continuing to equip PolyCover with the tools and support they need to thrive in the years ahead.



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