

# 3W IT CONSULTING AND CONTRACTING SECURES BUSINESS RELIABILITY WITH OPTUS.

## CASE STUDY SNAPSHOT

### Client

3W IT Consulting & Contracting

### Sector

IT Recruitment and Contracting

### Services

- > 24 Month Blackberry contract
- > Wireless Broadband
- > BlackBerry Bold and Curve

### Benefits

- > Greater service reliability – no drop outs
- > Improved business flexibility
- > Improved work/life balance
- > Greater customer service

### Client testimonial

“For us, a missed voice call or dropped out call can cost us tens of thousands of dollars. We need a service that offers flexibility, mobility and reliability and Optus does just that.”

Bruce Mills  
CEO



3W IT Consulting and Contracting is an IT recruitment and contracting company based in Redcliffe, Queensland, with offices in Sydney and Melbourne and offshore in Manila. Comprised of a team of 150 employees across Australia, the majority client facing, and 20 people working in the back office in Manila, most of 3W's employees spend their time on the road travelling to and from client sites.

### A Business Built on Flexibility

As a business based on flexible and remote working, the company has operated under a BlackBerry environment for the past five years, running BlackBerry Server with its internal voice network integrated throughout its four locations.

Previously with another mobile provider, the IT recruitment company's operations were challenged by unsatisfactory network coverage and a high dropout rate, resulting in employee frustration, decreased productivity and inconsistent customer service – all having a negative impact on the business.

3W also uses social media heavily for its own PR, to communicate with its customers, potential customers and employees. The unreliable network service experience meant the company was unable to execute its social media strategy effectively or communicate successfully over this medium.

### Optus: provisioning mobility and flexibility

In September 2009, frustrated with inconsistent network coverage, 3W decided to switch to Optus for its reputation in providing a reliable mobile service, provisioning excellent customer service and by default complementing 3W's mobile working strategy. Optus proactively approached 3W after noticing the company had posted several service complaints on Twitter. The agreement saw 3W activate 30 postpaid phones (including 10 BlackBerrys) and three additional Optus Wireless Broadband services.

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OPTUS

BUSINESS

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Bruce Mills, CEO  
3W IT Consulting and Contracting

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“We enjoyed a stable and reliable IT infrastructure, except for our mobile network which was letting us down. For us a missed voice call or dropped out call can cost us tens of thousands of dollars. Because our business is based on mobility, we need a service that offers flexibility, mobility and reliability and Optus does just that,” said Bruce Mills, CEO, 3W IT Consulting and Contracting.

### **Network Reliability and Business Mobility are Key**

Since the shift to Optus, the company has been able to effectively communicate on the move both internally within its business, and externally to its customers and potential customers. The BlackBerry phone contracts, coupled with Optus Wireless Broadband has ensured business agility, flexibility and mobility for 3W, directly resulting in customer satisfaction.

“A lot of our staff spend the majority of their time on the road - mobile working is critical to our business. We’ve received no drop outs, and have improved business mobility since moving to Optus. We also use social media heavily so the ability for our users to reliably use products like Twitter to communicate is key for us. We would see four to five leads a week from Twitter, so it is absolutely crucial that we can use this tool on the move and without disruption,” said Mills.

3W has also witnessed exceptional added value customer service from Optus. “The transition between the two carriers was seamless, Optus has ensured that we have a dedicated person internally for any support queries. The commitment Optus has displayed has made all the difference to our business,” said Mills.

Mills has also experienced customer support from Optus via social media. Mills and his team have the option to engage the Optus social media team for customer service enquiries through Twitter – providing the company with the flexibility to contact Optus through a myriad of mediums.

Looking ahead, 3W is considering implementing an Optus managed IP network across the business. “Our business is built around technology and mobility and we rely on a seamless IT experience in order to operate successfully,” concluded Mills.

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

Call **1300 408 628** or visit **[optusbusiness.com.au](http://optusbusiness.com.au)**

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