

A portrait of Vania da Silva, a woman with long dark hair, wearing a black blazer, smiling. The portrait is partially cut off by a white curved shape at the bottom.

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VANIA DA SILVA
*Sales Manager,
Medium Business*

TESTIMONY





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Sales Manager, Medium Business | POST Telecom

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WORKING CLOSELY WITH SMES TO SUPPORT THEIR DEVELOPMENT

POST's Medium Business service is designed to meet the IT and telecoms needs of medium-sized companies by offering tailored, long-term support.

SMEs with between 50 and 249 members of staff have been relying on POST Telecom's Medium Business service since 1 July. By restructuring its customer services, the legacy operator sought to better meet the specific needs of individual customers in relation to landline and mobile telephony, company connectivity and the management of IT resources.

A PERSONALISED RELATIONSHIP

"Medium-sized companies don't necessarily have the same needs as smaller businesses or large organisations," explains Vania Da Silva, Sales Manager, Medium Business at POST Telecom. "We start by gaining an understanding of the challenges they face and seek to support them by developing relationships of trust. Every company has a dedicated account manager who will help them to select the solutions that best meet their needs."

There are around 800 medium-sized companies in Luxembourg. POST Telecom is now in a position to offer them a comprehensive package including telephony, provision and management of IT equipment and printers, and even Cloud-based services. "Our package helps to drive the development of these organisations, allowing them to gain efficiency through, for example, the outsourcing of IT resource management. This enables them to concentrate on their core business and add even more value for their clients," adds Vania Da Silva.

A SINGLE POINT OF CONTACT

As a POST customer, a medium-sized company no longer needs to send someone to visit a store or Business Corner in person. The account manager comes to them instead, with a view to offering tailored advice and even anticipating the customer's expectations.

Across POST's entire range of services, the aim is to provide as much support as possible to foster the development of these essential businesses, which are the backbone of our society and catalysts for economic prosperity. "At the height of the current crisis, for example, we stood alongside our customers

to enable them to effectively adapt, rolling out flexible connectivity solutions to facilitate remote working," comments Vania Da Silva. "This process is still ongoing at many of these organisations, with the implementation of a digital working environment, collaboration tools tailored to the needs of the company, combined communication solutions enabling each employee to transfer or receive calls via their mobile using their landline number, etc."

EMBRACING CHANGE

Throughout this year, POST Telecom's Medium Business service has also helped many of its customers to migrate to the Cloud, as part of an IT and telecoms convergence initiative, in particular to facilitate the management of needs in this regard.

As a pioneering player that has developed many strategic partnerships with technological market leaders, POST is well-placed to meet a wide variety of needs, from the commonplace to the highly specific. "Our account managers are on hand to guide each of our customers to the most appropriate solutions and so support their digital transformation. To that end, we can draw on the wide range of specific expertise represented within our group," concludes Vania Da Silva. "We offer an end-to-end service, from advice to user support via rolling out solutions and maintaining them over time."



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