



Eland_philip cable team: Philip Brown, Eland Cables MD with Deborah Fox, Sales Executive; John O'Reilly, Warehouse Operative, and Mark Cooling, Warehouse Operations Support at Eland's Distribution Centre.

Eland_philip warehouse interior: Philip Brown, Eland Cables MD amongst the cables inside Eland's Distribution Centre.

Stepping up a league

Dramatic advances have been made in a short time at Eland Cables.

➤ **WITH HEADQUARTERS IN LONDON AND A** purpose-built four-acre distribution centre, Eland Cables is set to continue building on the success it has enjoyed over the last two years. Following a management buyout in 2005, the company has dramatically grown its business, raised service levels, and been placed in the Sunday Times list of the '100 Best Companies to Work For' in 2007 and 2008.

"Since 2005," said MD Philip Brown (who led the MBO),

"our financial performance has been spectacularly good: we've trebled our turnover and profitability, and we're already beyond year five of the five-year plan set out when proposing the buyout. We're certainly not resting on our laurels, but we're very happy to have come so far so quickly. The company is now in a different league, having completed a number of major projects last year. We've supplied a significant amount of cable to Middle Eastern airports and to Burj Dubai – which will be the highest

building in the world – and we've been involved in supplying cables for the rebuilding of Iraq. On the domestic side, we've earned an extensive testimonial list from such customers as British Airways, Tyco Electronics and the Unipart Group." That, of course, is the kind of CV that can generate further business.

Eland Cables' people are clearly one of its great strengths. The company knows this, and the value it places on them has been reflected in its high ranking on the 'Best Companies to Work For' list. "It's an accolade that's unique in our industry, and it recognises a happy, stimulated workforce," Brown acknowledged. "It's something that makes it a little easier to attract and retain good people; and if you can keep good people together, they grow as a team that has belief in itself. But there's more to it than that. Only when you have an engaged workforce can you truly deliver a first-class service. When people aren't happy, that comes across to people outside the company. But if you speak to our customers, the vast majority will say that Eland Cables is eager to please, easy to deal with, and happy and grateful to receive the business."

Eland Cables are working wonders to subvert the assumption that seems to be made by many in the industry: that good service is a luxury and not to be expected. This, he continued, is central to his vision of the company. "I recently moved house, and I was appalled at the level of customer service. People didn't care whether a sofa arrived or a job was completed. But good customer service is vital, and that's no less true in industry than elsewhere. Just because somebody is purchasing cables is no reason why we shouldn't try to make it a good experience for them."

To further ensure a superior level of service, Eland Cables has a team of support personnel to ensure their customers receive prompt responses to any enquires they may have. Additionally, in order to guarantee a personal

and thorough service, a network of Area Sales Managers covers the UK, Ireland, West and Central Europe and the Middle East. It doesn't end there though – the aftercare Eland Cables provides is also exceptional. Take customer feedback, for example: Eland Cables doesn't simply give them a card to tick and hope that will keep them happy. A concerned customer has access to the MD or any member of the management team, and their direct lines and mobile numbers are all on their website.

But efforts are not confined to the UK. The company supplies to industry across the world. The export side of the business has grown especially quickly, with strong sales in mainland Europe and increasingly important markets in the Middle East and Africa. Export is an activity to which Eland Cables is totally committed, and its international outlook is reflected both by its diverse workforce, with representatives of just about every part of the globe bar Antarctica, and by the impressive array of languages in which its sales team can operate.

Not to be overlooked and supporting Eland Cable's growth in business and capacity is a hugely expanded product range, which forms an in-depth stock profile of cables for data, telecommunications, fire performance, fire integrity and instrumentation. And just in case the client can't find exactly what they need, Eland Cables offer a bespoke cables design service, this effectively makes Eland Cables a one-stop cable shop.

With its undoubtedly unique approach to delivering a superb service and product, it should come as no surprise that Eland Cables is leaving competitors in its wake. However, this is only the start, as Brown points out that they fully intend to continue this trend, "I'll admit we're not yet the finished article, but we're trying to create an Eland experience that impresses by its honesty and integrity and that makes it clear we listen and we're here to help."

CONTACT

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