



Small fish, big communication challenges.

For River Sands, staying connected meant taking a big leap of faith.

Communication breakdown.

River Sands has covered the needs of the construction and water filtration industries globally for the past 35 years. They're a self-confessed "small fry" punching above their weight in a pond full of big, hungry fish. So, in order to survive and stay ahead of the game they need to be fast and efficient in everything they do, especially communications.

River Sands' previous suppliers weren't easy to communicate with. They never talked face-to-face and their service could best be described as 'over promise, under deliver'. River Sands needed to find a supplier and partner who could be trusted to keep them connected.

"It just made sense to go with Macquarie Telecom. They had a really strong process in place to do everything in a transparent and smooth way."

Rob Ferguson, CIO, River Sands

Taking a leap of faith.

After such a bad experience, it's only natural that River Sands were highly sceptical of big promises. They'd been promised portal solutions before which never came to fruition, or were so difficult to use they were eventually deemed unusable.

After an exhaustive process involving comparison studies with several providers, River Sands chose to partner with Macquarie Telecom. The decision was made easy after reading the proposal and understanding the cost of implementing the user-friendly tools and services provided (like MacquarieView and Macquarie Hub).

But the real value came with the face-to-face relationship they developed with the team during the process that eventually won River Sands over, and gave them the courage to take a leap of faith.

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Hitting pay dirt.

Before the move to Macquarie Telecom, dealing with accounts payable and receivable wasn't easy. Now, staff simply login to the online portal and get exactly what they need straight away. Support is better too. While there was no guarantee of any support before, with Macquarie Telecom it's as simple as calling the Hub, or logging a ticket online. The follow-ups and problems are taken care of immediately.

"When the HUB says they'll get back to us, they do." says Rob. "Ryan and Macquarie Telecom have under promised and over delivered, which we were really happy about."

Not only that, compared to their previous provider, River Sands saved close to 50% on their communications spend, which enabled them to finally replace their aging PABX system.

Making the move is a leap of faith that has really paid off. With communications performing as they should, River Sands can focus on staying ahead of the competition and excelling at everything they do.



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