

Get faster broadband

# Superfast Leicestershire

## Car sales set to speed up with better connectivity



*"Using superfast fibre broadband has given our customers more choice and flexibility which has ultimately improved our trade."*

- Nathan Smith of 150 Cars, Syston, Leicestershire

We met up with salesman Nathan Smith of 150 cars to find out exactly how introducing superfast broadband has affected his business:

### Who are 150 cars?

We buy and sell mainly second hand cars at an industrial estate tucked away on the outskirts of Leicester close to the village of Syston. We generate business nationwide and provide a warranty alongside customer support meaning that broadband is a key component in driving our business forward.

### What problems were you experiencing?

As the business site is in rural Leicestershire the broadband speeds would usually range between 1-2 Mbps which meant really slow uploading and long unnecessary periods of time spent updating the company website. We decided to upgrade to help improve our online presence.

### What immediate improvements are you seeing?

With the faster speed from fibre broadband we have been able to utilise social media for advertising. Photos can be easily added to our Facebook and Instagram accounts and our Twitter account has seen a positive response now we are able to upload images more frequently. In terms of our own website we have been able to manage it more effectively by providing more regular updates and responding quicker to queries. The increase in speed has also allowed us to send larger files by email effortlessly. Now that uploading has become easier we are using it to our advantage by developing a more established online presence.

### What else has Superfast Broadband allowed you to do?

Since upgrading we have been engaging with our customers more often through social media which has been reflected in business sales. We have also been exploring other technologies that rely heavily on fast internet speeds such as Skype and Face Time.

Using these online tools has allowed us to offer clients to view the cars via video before they commit to a purchase. Offering this service using our superfast fibre broadband has given our customers more choice and flexibility which has ultimately improved our trade.

### How Superfast Broadband has helped 150 Cars:

- Faster upload and download speeds
- Improved online presence
- Ability to offer more creative services such as video touring

[www.150cars.com](http://www.150cars.com)

## The Benefits of Superfast Broadband:

Many businesses that can already access fibre broadband are using it to maximise growth, expand their customer base and improve their bottom line.

By having fibre broadband, not only will you be able to benefit from faster upload and download speeds, you can also run meetings by video link and reach customers through new, faster and easier to track methods of communication like Facebook and Twitter.

Plus, you can also use cloud based systems, which mean you have access to the same tools as larger companies – all with the same benefits, but for a fraction of the cost.

## Superfast Fibre Broadband in Leicestershire:

- ✓ Leicestershire County Council's vision is to ensure that all premises can access superfast broadband speeds by 2018
- ✓ The current BT contract will ensure fibre broadband access to at least 72,000 additional premises
- ✓ Over 400 fibre enabled cabinets will be deployed as part of the BT contracts
- ✓ It is estimated that Superfast Leicestershire will generate £92m in economic growth by 2021

If you would like further information please visit:

[www.superfastleicestershire.org.uk](http://www.superfastleicestershire.org.uk)

## The eBusiness Club

### Helping you use technology to boost your business

At the East Midlands Chamber's eBusiness Club, we understand that you want to improve your business and make the most of every opportunity available to help you achieve that.

When it comes to technology, the range of opportunities on offer can appear to be both vast and daunting at the same time. From social media through to eCommerce, it can be all too easy to miss out purely through a lack of knowledge or even confidence.

That's where we come in. With great training, specialist support, workshops, consultancy and grant funding, we have everything you could possibly need to embrace, understand and use all levels of advanced technology to take your business to a greater level of success.



To find out more about workshops and training courses in Leicestershire please visit:

[www.ebusinessclub.biz/Workshops-and-Courses](http://www.ebusinessclub.biz/Workshops-and-Courses)



eBusinessclub.biz