



CASE STUDY FOR BT CONTRACTING LTD.

SOLUTION OVERVIEW

PROFILE

- BT Contracting Ltd. is a general contractor operating throughout the GTA
- 5 employees
- www.BTcontracting.com

"We were able to set-up our website quickly and can easily update and manage our site. Our customers have also noticed our fast response times and appreciate the level of service Rogers has helped us achieve."

Brad Tunnard
Owner

BT Contracting
COMPLETE HOME RENOVATIONS

The Challenge

BT Contracting Ltd. is a general contractor operating out of the Toronto area since 1999. The company is committed to providing its customers with quality workmanship, fair pricing and prides itself on running a very clean worksite.

The company had been experiencing continued growth and success and needed a fast, dependable way to communicate with customers, potential clients and employees. The obvious answer was a website but, with no full-time administrative staff, BT Contracting needed an easy and reliable way to host and update it. With more leads coming through the web, the company would be doing more business over email and also needed an effortless way to stay connected and respond to customers while away from the office.

The Solution

After researching various options, BT Contracting turned to Rogers to provide internet and web services. Rogers web-hosting, email packages and design templates are easy to use and very economical and, as a first-time host, BT Contracting found Rogers customer representatives to be helpful—providing fast, useful answers. This reliable service means that they can spend less time worrying about their site and more time taking care of their clients needs.

Brad Tunnard, owner of BT Contracting, also uses a smartphone from Rogers to respond promptly to customer calls and emails. BT's employees and subcontractors also use text messaging to track hours and submit material lists. Text messaging helps the team communicate faster and more effectively, and helps them keep records of past orders and logs.

Benefits

- BT Contracting has seen an increase of referrals and first-time customers through their Rogers-hosted website.
- They now have a fast, reliable way to respond to customers from anywhere.
- With reduced travel between work sites and the office, BT Contracting spends less money on gas and more time taking care of their customers.

For information about a Rogers solution for your organization, contact your Rogers account representative or visit rogers.com/business

