

Connecting rural business

The Cob House Countryside Park



A CASE STUDY

When Luan and Guy Thomas took over The Cob House Countryside Park in 2021, they acquired a business within a stunning piece of the Worcester countryside. However, they also inherited some serious problems that hit business operations straight away.

THE PROBLEM

On taking over the business, the Thomas's quickly realised that access to the internet was a major issue.

Luan said "Wifi dropping out had a massive impact because where we are there's no decent mobile network. So losing our wifi connectivity basically stops our business because the phones don't work, the card machines don't work meaning we're not able to take any payments. It was massively stressful."

Luan continues, "We have no alternatives to allow customers to pay for services or food as people don't carry cash anymore. Customers were having to hang around and wait and of course, they can find that frustrating."

"Without any mobile signal in the building, customers ask for access to wifi to allow them to contact friends they might be meeting up with or share any photos or check-ins on social media. This is really important for the visibility of our business online."

THE SOLUTION

After hearing about the serious problems the Cob House were facing, it was clear we needed to act fast.

our Tech Team changed their broadband provider then visited the business to get a clearer understanding of the issues.

We found that the wifi boosters in place were actually interfering with the signal and so we removed them and relocated the wifi boxes. As the business required reliable connection for both

operations and customers, we installed a second fixed fibre broadband line and set up two separate networks - a dedicated staff network plus free guest wifi.

Since then, we have supported The Cob House by supplying an internet-based phone system plus ongoing IT Support.

Next steps for the Cob House include adding a camping and caravanning site to their business, and we will continue to support them by helping to provide holidaymakers with access to reliable wifi.



The Case in Brief

"Could I have the wifi password please..."

WHAT WAS WRONG?

When The Cob House was purchased, it came with intermittent broadband, poor WiFi signal and no access to mobile networks.

WHY THIS IS A PROBLEM

Without reliable connectivity, the business couldn't take payments, operate effectively or provide customer WiFi access.

WHAT'S THE IMPACT?

Unhappy customers, frustrated staff, time wasted, stress, customers unable to check in on social media, lost promotion of business.

THE SOLUTION

Our experts changed the broadband provider and supplied a second broadband line as well as an internet phone system and ongoing IT Support.

The Cob House Service Stack:

- ✔ IT Support
- ✔ Prof Services
- ✔ Broadband
- ✔ Phone System
- ✔ Fixed Line
- ✔ Sip Trunks



Luan Thomas

Director

The Cob House Country Park

"Now that we have a solution in place it's comforting for me that things aren't going to go wrong. It's been a huge change compared to what we were dealing with when we first took over. It has definitely given us peace of mind and reduced our stress levels."

"For us it's not just about the setting up and installing of the solution to make everything better, it's also the support that we get when there are issues. So if a card machine loses signal and forgets its network, it's knowing that we have support behind us to get that instant help straight away which is really important. These issues are not something we can sit on when things go wrong."

THE COB HOUSE COUNTRYSIDE PARK: RESULTS

★ **Reduced hassle**

★ **Time saved**

★ **Improved services**

★ **Improved operations**

With a connectivity boosting solution in place, the business can operate effectively, and provide a better customer experience.

WHY CURVEBALL SOLUTIONS



As a smaller, agile provider we can act quickly to ensure our clients challenges are resolved without delay. You can be confident of getting reliable, expert guidance and advice - without the hard sell.



LUAN THOMAS
MD, The Cob House
Countryside Park

"I don't know all the terminology and I don't know how to make things work but I know what I want us to be able to do and how I want things to happen."

"The guys at Curveball just took that on board and came back with a solution really quickly. For that reason, I would definitely recommend Curveball."



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