

## Old Fashioned Service Gets Modern Twist

**Jack Brunson & Son has been delivering handcrafted wooden windows and doors since the 1940s and attributes its success to old fashioned customer service. The firm is now doing it the modern way with AdminBase.**


The company has always placed a focus on the accuracy of the products it makes and the

accompanying service.

"We use the best materials, machinery and workmanship and are now using customer service software as an integral part of delivering on the standards our customers expect," says Charlotte Whelan (pictured), MD of Jack Brunson & Son who adds: "We actually started using the AdminBase sys-

tem from Ab Initio 20 years ago to ensure our service levels and our communication with customers but as it has grown, we have grown with it.

"As any manufacturing and installation business will know, the day to day working environment is busy, which can make it hard to keep track of all the incoming and outgoing, yet thanks to AdminBase, our small team can easily access every customer record at any time.

"This means if a customer calls for an update on their order, anyone can answer that call and get to the information they need quickly and efficiently. It's invaluable having all notes and documents pertaining to each customer safely stored in one place, as well as all the relevant financial information for each order." 



[www.abinitiosoftware.co.uk](http://www.abinitiosoftware.co.uk)

## Listers Leans Towards Arches Supplier


**Premier Arches has a long list of fabricators wanting to benefit from the company's outsourced arched and angle frame offering, one of which is Listers Essex, part of the GJB Group.**

Listers is a large trade supplier of PVC-U aluminium and timber flush sash windows, doors and conservatories.

"Manufacturing quality arched and angle frames requires specific technical expertise. Premier Arches has been the ideal supplier to help us meet increased customer demand for these premium products," Roy Frost, Managing Director, Listers

"We partnered with them back in November 2019. For nearly three years, they've delivered consistent quality, reliability, and

service," adds Listers' Frost. "We have a strong focus on professionalism, product quality, organisation and order flow management, qualities that are certainly mirrored by the team at Premier Arches. This is matched with on-time and in-full deliveries

every time, as well as clear and honest communication, which is something quite hard to find in today's market." 

[www.premierarches.co.uk](http://www.premierarches.co.uk)  
[www.listerwindows.co.uk](http://www.listerwindows.co.uk)



# Smart Moves



Hardware manufacturer VBH, the company behind the greenteQ brand, claims that customers that have added the Q-Smart electronic door handle to their door furniture

options have already seen increased sales activity.

Q-Smart is a stand-alone product that enables the user to gain entry to their home without the need of a traditional key. Instead,

they can use their fingerprint, contact card or a App to gain entry. Locking is carried out by simply lifting the lever. Temporary or permanent 'keys' can be sent to anyone from anywhere via the App, which is ideal for granting access to carers, Airbnbbers or when family members need to be let in unexpectedly. Companies who buy Q-Smart have the option of joining the Q-Smart Network, which is a list of companies that end users are directed to if they contact VBH for a Q-Smart quote or installation. Direct marketing of Q-Smart includes localised advertising and telesales campaigns, advertising in well-known national consumer titles and even sponsorship in the 2022 British Touring Car Championship. [i](#)

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