Broadband Keeps Things On Track And Enables Collation of Information

ICT Assists Health and Safety

"Broadband is allowing our customers to better protect their businesses - and save time and money while doing so." The maker of this bold claim is Brian Gregory, MD of Safety Management (UK), a Carnforth-based firefighting, emergency management, and health and safety training and consultancy company.

The benefits are achieved by SafeCom, a secure web site which hosts all relevant documentation for customers. This includes information such as competencies and contact details for internal emergency responders and firefighters, emergency equipment inventories, and records of health screening, risk assessments and alarm testing.

Brian Gregory notes that "having this information accessible 24/7, from anywhere in the country, avoids the risk of it being accidentally deleted, or on the wrong computer when an emergency happens. It also means that there is a well documented audit trail as to what it's been done in the event of any problems occurring. And - perhaps most importantly in terms of compliance with insurance needs or regulations - we can set up e-mail reminders about regular tasks which need to be done, such as equipment testing or annual returns. All of this greatly reduces the amount of management time needed to keep records in order and up to date - probably at least by half."

Brian Gregory, MD of Safety Management (UK)

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Key Facts

■ **Broadband allows access to material stored on the Internet from anywhere, at any time**

■ **SafeCom provides an on-line service to store records and track actions in firefighting, emergency management, and health and safety**

■ **Breathe Financial Management saves individuals time and money through on-line collation and management of their financial information.**

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"using the information access and 24/7 nature of broadband and the Internet to offer a unique service to customers"

Broadband Ensures That Bills Are Paid on Time

Warrington-based Breathe Financial Management provides on-line money management services to individuals and specialist clients such as landlords. In the case of individuals, this involves collating information - such as account balances, interest rates, payments received and made, payment history and on-line statements - on all accounts held.

Individual customers can then go on-line to manage all their financial affairs in one go. This includes setting up regular payment of bills and if they have any queries they can communicate them by e-mail to an Account Manager.

MD Sean Tyrer believes that Breathe is "using the information access and 24/7 nature of broadband and the Internet to offer a unique service to customers. We can save people time and money - such as late payment fees for bills - and provide instant responses to any queries. Broadband is also allowing us to provide an international service - for example, to customers in the US. In fact, I think that the always on nature of broadband is redefining what excellent customer relationship management means - and we're at the cutting edge of it."

Broadband allows instantaneous responses to customer queries

Broadband Supports Customised Services and Reminders

Because broadband is always on, it enables suppliers and customers to communicate with each other more regularly and quickly than traditional Internet dial-up. This can enable services such as instant responses to e-mail queries and setting up automatic e-mailed reminders.

Broadband also makes it possible to offer customised on-line services, through provision of a control panel allowing customers to define actions or choose from a menu of offerings.

Further Information

The Northwest Regional Development Agency wants the region's people and businesses to benefit from the new opportunities created by the digital revolution. It has worked with partners to establish Digital Development Agencies in Cheshire and Warrington, Cumbria, Greater Manchester, Greater Merseyside and Lancashire to achieve this at local level. The agencies help identify ICT priorities for their areas, work with local organisations to identify projects to address them, and secure the resources to make these projects happen.