

Airinmar case study

Truphone's unique mobile network helps Airinmar communicate globally 24/7

"Truphone is a global communication system which is truly unified and it is saving us over and above what any other company could."

David Clarke, Management Information Services Manager | www.airinmar.com

AIRINMAR

Airinmar is a repair management specialist that caters to the aerospace industry. It is therefore vital that Airinmar are available at the end of a phone at all times in order to support an environment that is operating 24 hours a day. The multiple international numbers on a single SIM that Truphone provides have kept Airinmar connected with their customers in multiple countries around the world.

About Airinmar

Airinmar is a repair management specialist that caters to airlines, aeroplane manufacturers and maintenance repair organisations on a global basis. Truphone's unique mobile network, which provides multiple international numbers on a single SIM, is helping Airinmar grow their potential customers and keep in better contact with their customers all over the world.

Airinmar business challenge

Like many other global companies, Airinmar had struggled to keep their mobile communications costs down. Their sales team, which frequently travel abroad, were generating hugely expensive data bills. Airinmar also experienced coverage issues in their operational countries. CEO, Tom Wilson found that: "We would land in Singapore, you'd have to search for a network, connect with the local provider and sometimes we would only be able to text or sometimes only use the internet." So Airinmar looked for a mobile network that would support the global nature of Airinmar's business.

The Truphone Solution

By using Truphone's global mobile network, in over 220 countries, Airinmar are now able to call, text or email their customers from a single device. Whilst increasing their connectivity, Airinmar's overall mobile spend has been reduced by 50%.

Truphone benefits

- Great service

Airinmar and Truphone share the same ethos. Both are constantly improving their systems and levels of service to improve their customers' experience. Airinmar rely on 24/7 global support, so no matter where they are, or when they have a problem, a Truphone representative will be able to help. Airinmar always have a direct line to a Truphone employee with a dedicated service delivery manager and dedicated account manager.

- A local presence

David Clarke, MIS manager at Airinmar explains the benefits of having UK, US and Netherlands numbers on a single SIM: "We can actually say to our customers 'Look we can even save you money when you contact us!' If they ring one of our staff out of hours, or when they are travelling, it is still a local call." It is an advantage and a selling point that Airinmar use with their customers.

- Cost savings

Airinmar are always looking to reduce cost and optimize efficiency. Monthly bills have been halved with Truphone's global bundles and Airinmar employees can always rely on Truphone's coverage, without having to carry around multiple devices. Whilst Airinmar's international operations continue to grow, Truphone can ensure that the costs as a result of increased communication are still predictable and affordable.

Want to know more? Get in touch.
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