

# bec

## *free* support and advice to establish and improve your business in the NT



*Stephen Ings from Central Comms*

### CENTRAL COMMS

When you're located in the red centre of Australia, a reliable method of communication can be vital. The team at Central Comms provides locals and visitors with a vast range of Radio Communication systems, Data, Internet and Telephone Systems, Communication Tower and Rigging Services, Global Positioning Systems (GPS) and Personal Location Beacons (PLB's).

Central Comms Manager Stephen Ings says that before joining the Alice Springs retail and tourism business growth program they were just going through the motions without understanding the process.

"Now we are thinking about all those aspects of customer service, merchandising, sales and marketing and implementing them into the workplace," says Stephen.

"One of the best things we've picked up is how to improve the flow of the space. The showroom flows really well now and we learnt how to draw attention to

different products and services. To some extent we've noticed a difference reflected in sales as people are coming in and noticing products that they didn't realise we stocked before."

"We're in the process of building a new premise so the information we have learnt from the program is really beneficial for getting it right from the start in the new space. We've been able to try a few different things out in our current location and see what works and what doesn't."

Stephen says the face to face workshops were a great networking opportunity to bounce ideas off each other and the fact that Jurek and Jan came out to the businesses for the customer service audit was great. "By walking into each unique situation they could see for themselves what we're working with and tailor what will or won't work in our personal business environment."

"I learnt a lot and it was definitely worthwhile participating."



**For more information**

**Phone: 1800 229 500**

**Website: [www.becnt.com.au](http://www.becnt.com.au)**

**Email: [enquiries@becnt.com.au](mailto:enquiries@becnt.com.au)**