



Solutions • Service • Support

20
years



Our story so far...

Premier Choice Group:

Who we are and what we do

Since 2000, Premier Choice Group (formerly known as Premier Choice Telecom Ltd) has delivered bespoke telecoms and broader technology solutions to businesses across the UK; from SMEs to large corporates and organisations operating within education, healthcare and the non-profit sector.

We have serviced thousands of customers with solutions and support services throughout the last 20 years. Products and services include connectivity, security and surveillance solutions, voice and data systems (including hosted VoIP solutions and unified communications) together with estate and infrastructure audits; all of which is underpinned by UK-wide engineering coverage and 24x7x365 in-house Service Desk support.

Premier Choice Group has built a reputation for helping our customers improve their technology performance and efficiency in telecoms and beyond; ultimately, meeting the varied needs of each customer we encounter. With years of experience and industry specialism, customers benefit from excellent knowledge and comprehensive resources, culminating in tailor-made yet cost-efficient packages that are fit-for-purpose irrespective of organisation size or market sector.

Our product quality and depth of expertise is backed up by outstanding Customer Service - including our Account Management, Bespoke Billing Solutions and Customer Training. With a responsive and flexible approach and a clear direction from the outset, Premier Choice Group can be confident in delivering accessible and professional outcomes right first time.

This year, we are celebrating 20 years in business and wanted to use this momentous occasion to share with you our journey so far. In the next few pages, we summarise some of our history highlights with input from our staff and customers, as well as our Technology and Network Partners, all of whom have contributed to us reaching this key milestone.

Get in touch!




You can find lots of information on our website but this is not intended to replace our personal service - if you have any questions or comments about **Premier Choice Group**, or would like any information or advice about our products or services, please contact us.

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 @PremChoiceGroup
 @PremChoiceGroup
 Premier Choice Group

Premier Choice Group is a trading name of Premier Choice Telecom Limited.
Company number 04041312.

The man with the plan:

Our Managing Director, Nick Stansfield



I started Premier Choice Telecom Ltd in July 2000. Having previously worked for a small independent telecoms company, I felt it was time to harness the valueable experience I had gained and take my own responsibility.

My parents initially helped me financially with a loan of £5,000 to enable me to set up the business. I was operating from the back bedroom of my house with one engineer, one PC, one phone and a small printer, not to mention my first screaming child in the background who was only 2 at the time. It was challenging at the time but good grounding for what was to happen over the next 20 years.

My focus from day one was to get out in front of business contacts and to create a solid client base through organic growth. In the early days (when I had a full head of hair) I did everything from sales through to provisioning and billing as well as helping the engineers with setting up telephone system installs. I worked hard and it showed when I was able to pay my parents back after just six months!

I moved the business out of my back bedroom and into the Hurst Road office in 2003, which we outgrew in 2007. It was at this point we moved into our current premises in the heart of Sidcup, where we are supplemented by remote workers across the country.

One of the key turning points was when Premier Choice transitioned from a dealer-based business (using third party suppliers to facilitate billing, credit control, system maintenance etc.) to a reseller environment with in-house skills to accommodate all areas of client expectations. Another critical decision was the on-boarding of my co-director, Neil Redding, more than 10 years ago, to enhance and deliver sales focus - which he has done and still does to this day.

Success is ongoing and comes in different formats and timelines. There have been so many good times that it's hard to identify just one but the best feelings are always seeing my staff grow and develop, and of course getting a sale agreed. Other highlights for me include achieving network partner sales incentive trips to Las Vegas (3 years running), Dubai and Portugal, on-boarding our first NHS trust as a client, on-boarding our first FTSE100 client, breaking £1 million revenue in a year, and the various partnerships and recognitions the company has accomplished along the way.

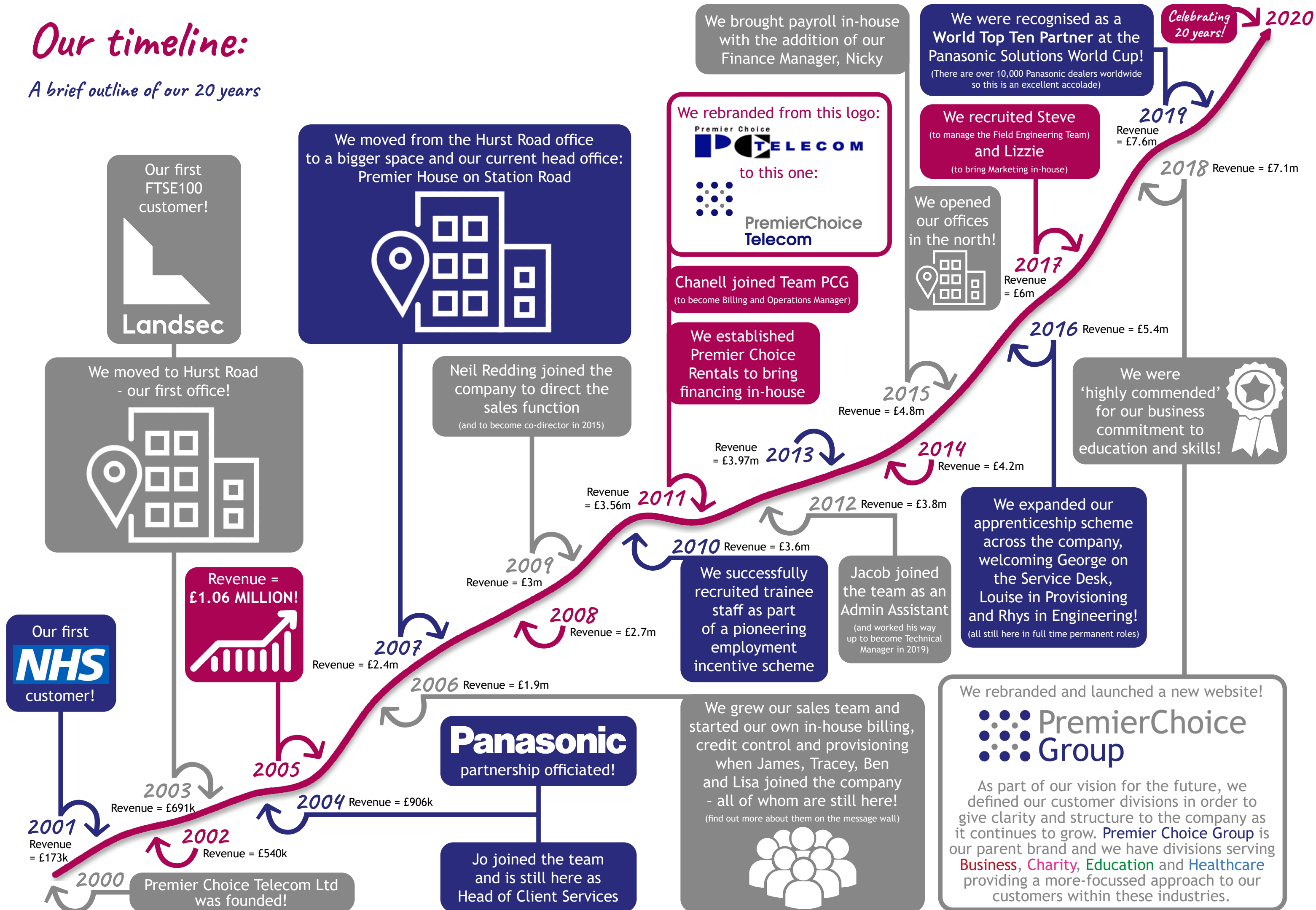
We have a number of long-standing, loyal and dedicated staff who have been there through thick and thin, which I will be forever thankful for. I'd like to acknowledge everyone who has contributed over the last 20 years to making this business the success it has become.

My wish for the future is to continue building on the success we have and to ensure we continue to focus on new technologies, training, development and growth.

It's been an incredible journey so far - here's to the next 20 years!

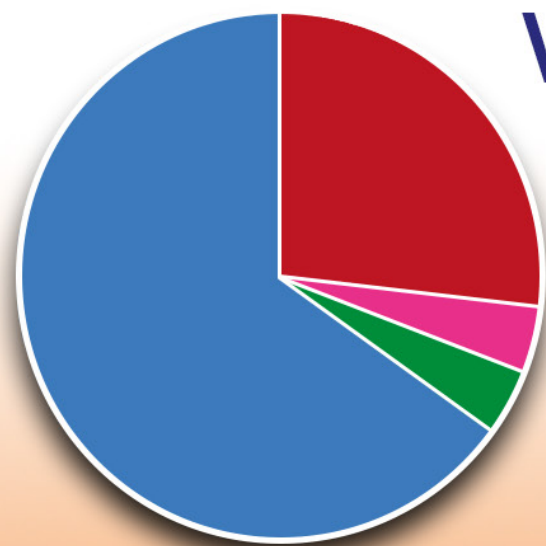
Our timeline:

A brief outline of our 20 years



Business snapshot:

Where are we at?



We currently serve
65% Healthcare
27% Business
4% Charity
4% Education

Premier Choice Group has serviced

4000 customers

We have
achieved
96%
customer
satisfaction!

We have
customers
spanning
as far north as
ABERDEEN
down as far as
PENZANCE
across east to
BROADSTAIRS
& everywhere
in between

It's no surprise
to us that our
**FIRST
EVER**
CUSTOMER
is still with us!

Staff snapshot:

Who are Team PCG?

The PCG family currently has

42 loyal
members

1 in 5
of us have
been here for
10 years
or even longer!

33%
of us have
exceeded
5 years
of service!

Together,
Team PCG
has amassed
225
years of service
to our company!



Message wall:

What our customers, colleagues and contemporaries have to say

“ One of my biggest life-changing decisions was to join Premier Choice and work alongside my co-director, Nick Stansfield, from whom I have learnt a considerable amount over the years.

The company has formed a great team of people that actually manage themselves rather than being led by us as directors. The biggest change I have seen in my time here is the management team - it's now leading Premier Choice into its new era with modern ways going forward.

I'm proud to be a part of Premier Choice, we are able to deliver a fantastic service for a very reasonable price.

Neil Redding
Director
(Joined Team PCG in 2009)

“ Gibson Young Solicitors has been with Premier Choice for the last 20 years and I believe were one of their very first customers.

Their hands-on approach and the fact that they were a small start-up company is what appealed to us initially. This hands-on approach has continued whether it's been helping us to plan two office moves, updating systems to reflect our ever changing requirements and most recently, assisting with setting up staff remotely from home, as well as conference calls, in light of the Coronavirus.

I believe that Premier Choice is different to other telecoms providers as they have retained their personalised one-to-one service and that is why Gibson Young has stayed loyal to them.

Lucie Young
Managing Partner, Gibson Young Solicitors LLP
(Premier Choice customer since 2000)

“ Premier Choice are one of our leading Solutions partners with a very wide skill set in Technical support, Engineering and Solution Sales.

Panasonic are proud to have been associated with Premier Choice over the past 20 years and have had excellent support from the whole team during the development of the business.

We look forward to a mutually beneficial relationship over the next 20 years in Partnership.

Bob Mercer
Distribution Manager for North Europe, Panasonic

“ Technology is constantly evolving, there is always something new to learn and challenges to overcome. The team that I work with are incredible, we have been through so much together over the years professionally and personally, it really feels like a family.

Jo Connell-Laffar
Head of Client Services
(Joined Team PCG in 2004)

“ From day one premier have been there for us, the customer service desk are very helpful have a high level of knowledge that enables them to sort out any issues with a single interaction.

The current system we have installed has enabled us to make the way we work more efficient and Premier continually help us to implement new technology.

Lee Duker
IT Manager, Health Care First

“ Premier is a fantastic company to work for - they took a chance on me as an ex-professional golfer looking for a new challenge that wouldn't keep me stuck in an office and would allow me to interact with people.

The directors have supported me with both self-improvement and professional goals and always push me to achieve more and not settle. I've gone from a complete novice to the Sales Manager.

I would like to thank all my current and former colleagues as they have helped me in some way to become the man I am today. I'd also like to thank every customer that has signed with us for their faith in me and us as a company.

James Gargaro
Sales Manager
(Joined Team PCG in 2006)

“ Premier Choice is without a doubt one of the UK's top communications resellers. We have worked with them since the very start back in 2000 and have always found them technically very capable and also easy to do business with.

We wish them every success in the next 20 years!

Richard Carter
Nimans Group Sales Director

Message wall:

What our customers, colleagues and contemporaries have to say

“ I joined Premier as they were a small and local company but I love my role and I’m happy here. It’s the longest I’ve ever been at a job - I’ve grown in confidence, progressed in my role and feel like I have contributed to the company.

We’ve had so many fun team days out and they are some of my best memories with the company. I’ve made some good friends - Nicky, my manager and a good friend, and also Lisa and Jo as long-term friends from the beginning. I really feel part of a group with a family atmosphere.

Tracey Carey
Credit Controller
(Joined Team PCG in 2006)

“ Happy 20th birthday Premier!

Having been connected with you these past 8 years, I am still made to feel like a brand-new customer every time I call for some telecoms support. Nothing is ever too much trouble!

When I moved into my new office last April, not only did you supply all of the phone infrastructure, your MD took time to help me work out the layout & offered invaluable advice. I never feel that I am being sold something ‘just because’, I am always offered solutions.

Here’s to the next 20 years! Congrats!

Lisa Murray
Director, Braundton Consulting Ltd.
(Premier Choice customer since 2012)

“ I have stayed at PCG mainly because I feel valued and I enjoy my work but also because my colleagues are all amazing people, as is my manager.

Lisa Brand
Project Orders Lead
(Joined Team PCG in 2006)

“ Samac Construction have been a customer of Premier Choice Telecom for the last 18 years and from the start the service and assistance have been superb.

As our business has grown, we have upgraded our telephone systems and the transition each time has been uninterrupted and painless.

They have a great team and I wish them well for the future.

Michael McMahon
Director, Samac Construction Services Ltd
(Premier Choice customer since 2002)

“ I worked with Premier, installing call loggers, before working for Premier - Nick specifically requested me on his installs because he trusted me to do the job correctly. The trust in me then is still there and being part of Premier and helping it grow into the business it is now has been an incredible experience.

Premier Choice has helped me see the best in people. I’m proud of the service desk and all the Premier team especially with the help they gave me launching our CRM system which was a huge challenge.

It’s nice to catch up with long-standing customers, for example Clare from St. Anne’s who has worked her way up from administration to practice management, and also Vicky from Ivy Court as I’d like to think we helped her and the surgery through a difficult time.

Ben Turner
Projects and Service Delivery Manager
(Joined Team PCG in 2006)

Our memories:

A few photos from over the years

