

## Nominee: UKFast.Net Limited

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### Nomination title: UKFast - the Leaders in Customer Support

Innovative, vibrant and bursting with passion – UKFast is always at the forefront of pioneering technology and bringing the best customer service to all our clients.

We are one of the largest independently owned hosting providers in the UK, with a £47 million turnover in 2017. UKFast looks after the IT infrastructure of some of the UK's biggest brands, keeping the busiest eCommerce checkouts and airport check-ins running thanks to our first-class tech support.

To do so, we provide dedicated hosting, cloud services and colocation to government, public sector and commercial organisations, with a wide-ranging product portfolio including Infrastructure-as-a-Service, DR-as-a-Service and our own cloud range, eCloud®, via our four fully owned, custom-built data centres. Customer solutions are always housed in these ISO 27001 and ISO 9001 certified data centres, secured to UK government IL4 standards.

#### Our people are our USP

Our team has grown just as quickly as our business year-on-year since 1999. Our focus on owning as much of our supply chain as possible means we are able offer the best environment to our workforce. We now have a team of more than 450 people in Manchester, London and Glasgow, with plans to double this number in coming years. People are at the heart of all we do.

UKFast CEO Lawrence Jones MBE knows that the success of the business is due to the hard work of his entire team. With that in mind, we have numerous incentives and rewards for teams throughout the year, including team-building adventure days to our custom-built training centre at the base of Mount Snowdon and skiing trips to the Swiss Alps. In December 2017 we held a premiere for Star Wars: The Last Jedi by taking over an entire screen of the Odeon cinema at the Trafford Centre. The force was definitely with us that night!

We equip our team with technical qualifications to ensure our clients receive the best level of support from highly trained qualified engineers. Over the past 12 months, we have spent an average of £650 per head on training and development. This translates to around 30 hours training



time per examination, funded for work and non-work related courses such as shorthand, media law and health and safety.

When it comes to client support, UKFast is second to none and this is most certainly our USP. UKFast takes care of its own team, bringing together the most positive, friendly and skilled people, always ready to go above and beyond for their customers to make sure they are completely satisfied. That's what makes our service really special.

Our unique 'pod' support system gives each team of Level 3 engineers and account managers – all based in the UK – their own pool of the client base, ensuring clients are always in contact with people they know and who know their solutions. As a result, our NPS customer satisfaction score is ten times the national average.

**What makes us the best?**

Several things differentiate us from our competitors: UKFast is a family-led, wholly UK-based business, meaning that whenever and wherever you call us from, you'll always get through to someone who knows your solution inside-out at our Manchester-based campus. UKFast consists of:

- excellent products and technical skill
- 24/7/365 support from a highly qualified, passionate team
- four data centres with N+1 generators
- our own data centre Guard House which contains meeting rooms, a security desk and hotel rooms for when our clients need to stay over
- home-grown innovation

Our data centre specifications are much higher than our competitors, such as Teledata, and our incredible support offering stands above the competition.

In the early days of UKFast we used outsourced data centre facilities. We use what we learned from our own experience to improve the service for our own customers. Our colocation services are supported by intelligent remote hands and a flexible billing model.



## **Making a difference to our clients**

**We are always bringing our clients what they need. In 2016 we launched FASTdesk, our desktop-as-a-service (DaaS) solution. This piece of technology allows individuals within a company to log on to their office desktop from any internet-connected location in the world. Using Citrix technology, FASTdesk connects users to create a flexible working environment.**

**We are dedicated to making our services bigger and better for our clients, so in 2017 we rolled out FASTdesk GPU. FASTdesk GPU allows users to run more intensive applications without affecting the speed or performance of the desktop.**

**Operating on NVIDIA GRID™, FASTdesk GPU runs the most complex applications on the cheapest hardware at incredibly high speeds. After looking into our client base we saw a strong desire for larger GPUs (Graphics Processing Units) as many companies use intensive programmes which require a high-functioning platform to operate. Designers, architects and universities benefit from this higher level of GPU in their daily working lives.**

**This truly unique product is an incredible time-saving tool as quicker running speeds mean less waiting time and frustration for end-users. Design programmes such as CAD and Adobe use vast quantities of RAM which slow computers right down and make remote working a nightmare. FASTdesk GPU mitigates this. These additions to our cloud portfolio make eCloud® one of the most comprehensive cloud ranges on the market.**

## **A cut above**

**Ultimately, at UKFast, we're all about speed – it's in our name and in our DNA. This doesn't just mean the speed of our work, but also the speed at which we do everything. We guarantee to answer any call within three rings and don't have a complicated phone system, instead we ensure our qualified Level 3 engineers have decision-making powers to help customers solve problems quickly. There are no hierarchies in our levels of support. This means our customers don't need to explain their problem more than once, improving efficiency and the speed of response and resolution. This can be seen in the 'stickiness' of UKFast– our figures show that 62% of our growth last year came from existing customers expanding their services with us.**

## **Why nominee should win**

**- Our NPS customer satisfaction score is ten times the national average**



- UKFast's passionate and highly skilled support team is available 24/7/365
- Our FASTdesk GPU offering was built with customer flexibility in mind and allows users to run intensive applications wherever they are in the world
- Clients will only ever reach a Level 3 engineer when they ring UKFast, ensuring personalised support
- People are at the heart of all we do