

# CASE STUDY

## Valiant Pub Company



Valiant Pub Company is a leading operator of community-focused pubs across the UK, dedicated to delivering exceptional hospitality experiences. Founded in 2021, it has a diverse portfolio of around 90 traditional pubs with plans to expand. Valiant creates welcoming environments that serve as the heart of local communities. Outstanding broadband, WiFi and phone services are essential to both the smooth running of the business and to meeting customer expectations – and that's where Marston's Telecoms comes in.

James Pooley, property manager, explains.

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It's absolutely everything that we need on site, and their support is always proactive and effective.



## the challenge

We first partnered with Marston's Telecoms four years ago when Valiant took over 17 pubs run by Brains brewery. There was already an established relationship with Marston's Telecoms and they were doing such a good job that we kept it going. We're an ambitious business with a portfolio that includes 133 guest bedrooms, a commitment to great service, high-quality food offered in 60% of our venues and plans to expand. We want to ensure that every visit is memorable for the right reasons, and that means seamless connectivity.

## the response

Marston's Telecoms provides broadband connectivity, VoIP phone systems and on-site hardware for all Valiant locations. Our geographic stretch is wide, across the UK from Blyth in Northumberland to Devon in the south West, with more pubs in South Wales and the Midlands. That is no obstacle to the Marston's Telecoms team who have overcome multiple technical challenges presented by historic buildings and big stone walls, solving them through strategic Wi-Fi access placements for full coverage.

Integration of technology across platforms is vital for our operational efficiency, supporting key functions such as tills and music systems. Our operations and business development people work closely with Marston's Telecoms for all kinds of advice. We recognise they are experts in what they do – taking a weight off our shoulders – and we understand the importance of investing in a best-practice telecoms solution.



## the result

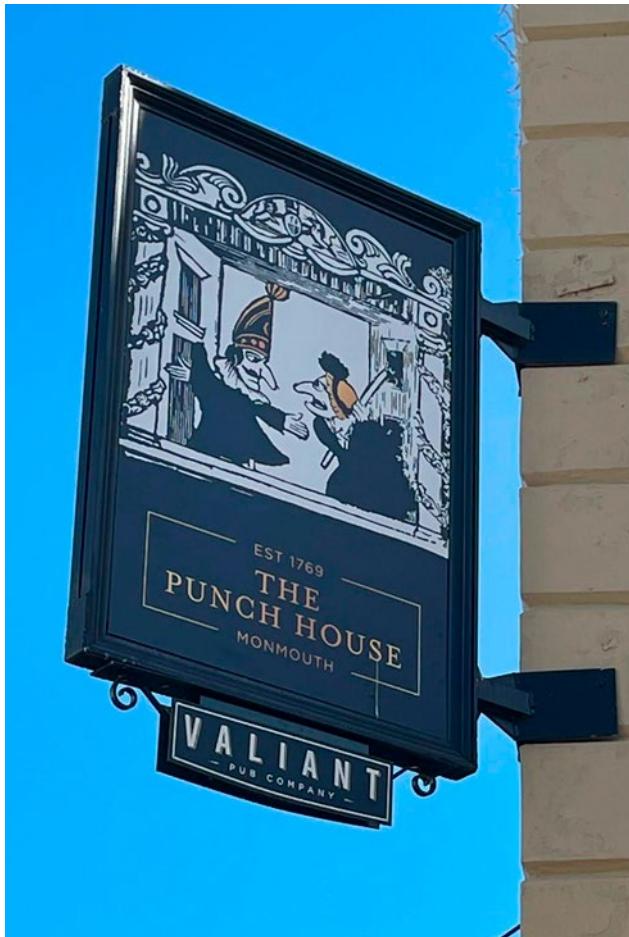
The satisfaction of our many thousands of customers hinges on reliable Wi-Fi for enhanced experiences, and connectivity is critical for our business operations. That's what we have thanks to super-fast broadband, the associated hardware to ensure WiFi coverage is saturated throughout every site, and a VoIP hosted voice telephone system.

It is all run over Marston's Telecoms' own carrier-grade Tier 2 network, is fully compliant and is secure so we have no worries about cyber-attacks or data breaches. Performance and data security are of the upmost importance for us.

Data traffic is segregated out between business use and guest use to ensure all business devices and applications run smoothly, but also so guests can enjoy a streamlined WiFi experience whether they're taking pictures for Instagram of our gorgeous food or watching a movie in their room.

Marston's Telecoms works directly with our cabling and installations contractor on each project, giving us peace of mind and allowing us to focus on what we need to do.

The team on the helpdesk understand our business and knows the solution inside out. Our account manager is proactive and makes himself available 24/7 if needed.



## the verdict

We're benefiting from Marston's Telecoms' investment in its network and it's a really clean, easy service where nothing is ever too much trouble.

Our company philosophy is to put people and community first, creating pubs which are the perfect place to visit. Whether you're in front of or behind the bar, with us for a drink, a meal or an overnight stay, if you're happy, we're happy. Today that means five-star connectivity, and that's what we get from Marston's Telecoms.

It's the personalised customer care you just don't get from their big rivals, small business ethics backed by the security of Marston's plc. What they're doing for Valiant is setting the standard for what they can do with other pub groups, and I'd recommend them wholeheartedly.

