

**A & Y Equipment Limited:**  
www.aandygroup.com

**Industry:**  
Plant Machinery & Parts Services

**Number of users:**  
10+ Voice, Data & Mobile Broadband

**Network provider & tariff:**  
Vodafone 4G Red

**Customer Quote:**

“It is good working with someone you know, we have a relationship built on trust and I know Edward our Account Manager is always focused on getting the best deal for our business.”

**Samantha Jukes**  
Financial Controller, A&Y Equipment Ltd



# A&Y EQUIPMENT LTD CASE STUDY

## Overview

A&Y Equipment Ltd specialise in compaction and excavation technology for Ammann, Yanmar, Cormidi and Prinoth plant machinery. The company was founded by Jakob Ammann in 1869, the first motorised road roller was developed in 1911 and was the start of the complete line of compaction products. As the UK and Ireland distributor for these brands A & Y provide quality products, a wide range of spare parts and reliable customer service.

## The Challenge

A&Y Equipment are a small business where efficient resources and running costs of the business are paramount. A&Y require a consistent level of outgoings within their business and expect to receive personalised customer service and support from their suppliers to allow them to focus on the day to day running of their operation.

## The Solution

Edward Lewis has been the PMGC Account Manager to A&Y for over 10 years and has become a well-known, liked and trusted member of the businesses extended team. With 10 voice and data connections and a handful of wireless dongles, PMGC provide one-to-one customer support and account management that could not be achieved by a network provider directly.

PMGC Customer Service Support team provide frontline support to A&Y in the event of any service issues or billing queries. This enables A&Y to enjoy the benefits of the larger organisations ability to liaise with the network provider ensuring that queries are resolved in a professional and efficient manner.

Edward, as Account Manager, speaks regularly with the management team and visits quarterly to understand how the business is performing and any changes in their market. PMGC's regular review of the most appropriate tariffs ensures, that whilst the volume of handsets in operation is relatively small, A&Y benefit from PMGC's overall scale and knowledge of new market tariffs.