



GumDrops Wet Weather Boutique

GumDrops calls on TELUS to keep Vancouver smiling on rainy days

"I didn't want my phone service from one company, my Internet service from another. I just wanted the ease of being able to call on one company for everything. I'm extremely happy with my TELUS Business One® Bundle."

— Shanda Jerrett, Owner, GumDrops Wet Weather Boutique

Situation

- GumDrops Wet Weather Boutique is North America's first store specializing in stylish, playful yet practical rainwear
- When owner Shanda Jerrett opened the store, she needed a business phone line and Internet connectivity
- To keep her communications as simple as possible, she began looking for a bundled solution from a single supplier who could do it all

Approach

- Shanda spoke to a number of communications companies about phone and Internet service
- She found that of all them, only TELUS was able to answer her needs with a full package – the **TELUS Business One® Bundle**
- The TELUS technician who installed her service ensured that the phone service was operational from the first day and kept working until he had enabled wireless transmission between the two computers in the store, despite a difficult environment unique to the building
- GumDrops has since begun using the TELUS toll-free service included in the Bundle

Business benefits

- Shanda feels comfortable knowing she can rely on TELUS' dedicated Business One Bundle customer service if she ever has problems
- Debit and credit transactions are completed quickly over the high speed Internet connection
- Gumdrop's customers can use the in-store computers to connect with the company Web site if they want to peruse additional merchandise
- GumDrops has attracted customers from the United States – and the toll-free phone number makes it convenient for them to call to order

Solution details

After moving from drought-prone Australia to Vancouver, it didn't take Shanda long to discover that one thing every Vancouverite needs is good rain gear. Looking around, she found a colourful pair of rain boots

– and an idea that would change her life. She decided to open a boutique specializing in stylish, playful yet practical rain gear. A few months later, GumDrops Wet Weather Boutique was born.

Like any business, GumDrops needed a phone, as well as an Internet connection for point-of-sale transactions. Shanda also wanted to connect the two computers in her store to each other and allow customers to use one of them to access the GumDrops' Web site. She began talking to communications companies serving the Vancouver area about her needs. "I'm not particularly computer-savvy," she says. "I don't know about things like ADSL, and cable and compatibility. I just know what I need and I want it to work. I also didn't want to get my phone service from one company and my Internet from another. I wanted the ease of being able to call one company and one number for everything."

Shanda found that the TELUS Business One Bundle met her needs perfectly. "TELUS was the only one that looked at what I needed, told me what they could give me and promised customer service to follow-up. It was the full package deal."

Initially, TELUS installed a business phone line and a high speed Internet connection at the GumDrops store. The Internet connection includes a wireless router to connect the store's two computers. While the phone worked perfectly, something in the building blocked the wireless connectivity between the computers. "The TELUS technician just kept working until he solved it," says Jerrett. "For me, having that kind of follow-up was just awesome. And since then, if I've had any questions or issues, I just call and I know it will be fixed. I'm extremely happy."

Since opening the store, Jerrett has also started using the toll-free service included in her Bundle. "We get calls from places I've never heard of, including in the US" says Jerrett. "There's no specific store anywhere like this in the States, so they call us."

Vancouver has welcomed GumDrops in every sense. Business is good, press coverage has been extensive and the store has won an ARC (Achievement in new Retail Concepts) award from the Cadillac Fairview Corporation. Not surprisingly, Jarret is looking to grow her business. "We're in the process of manufacturing our own raincoats and we're exploring locations for a second store. I'll definitely stay with TELUS because of their consistent follow-up and service."

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