



customer success story: skip hire uk

**£4m turnover within two years -  
proof that there's money in muck**

## The Client



Who: **James Capel (28)**  
Title: **Director**  
Where: **Beaconsfield**  
Company details: **National skip hire network**

James Capel is a testament to the success of the new wave of eCommerce businesses emanating from the UK. He believes in the adage that hard work pays and that you should always seize the moment.

Having worked as a transport manager for a waste disposal company for xx years, James was always looking at how things could be improved and done better. It was while in this role, two years ago, that James came up with the idea for Skip Hire UK.

From very humble beginnings Skip Hire UK aimed to provide customers with a much improved service to what was currently available. "If you wanted to hire a skip it was traditionally a bit hit and miss, the suppliers rarely understood the value of customer service and corporate customers fared even worse. All too often business users

had to search multiple suppliers, which is costly and time consuming, especially if they had a need for skips the length and breadth of the country," said: James.

The Skip Hire UK concept is very simple: James built a trusted network of local skip providers that customers could access via a dedicated website. The site meant that people across the UK could access the same service irrespective of their location. For Skip Hire's corporate customers, such as large housing developers, garden landscapers and shop fitters, [www.skiphireuk.co.uk](http://www.skiphireuk.co.uk) has become a vital resource which reduced time and saved money.

James added: "It sounds obvious but our business makes life easier for our customers. If you need to hire skips throughout the UK the complexity and effort of finding and liaising with suppliers and managing multiple invoices becomes prohibitive for many companies. Because of the website and our customer service focused team, we remove these hurdles and want's more we can pass on our bulk buying discount to customers so they ultimately get lower prices."



## Why Advansys?

*“Now they can process more orders in less time simply by leveraging technology”*

Skip Hire UK turned to Advansys to help develop the business idea and turn it into an eCommerce reality.

Kurt Wilson, director of Advansys, said:

“As with all good business ideas, Skip Hire UK is a simple one. But the work we did with James was quite complex. We developed fully bespoke software to manage all back-office functionality. The web application we produced integrates order and payment processing and is linked through to the customer services team in a contact centre. To differentiate the service we implemented automatic email and SMS notifications which, for an order, inform the customer when their skip will be delivered and, in the case of a quotation, confirms the price. Now they can process more orders in less time simply by leveraging technology.”





## The Results

*"Having set the company up in 2004, Skip Hire UK today has a team of 10 people and turnover of £4 million per year."*

Skip Hire UK is indicative of the new breed of internet businesses. Gone are the days of over exaggerated promises and poor customer delivery. The modern eCommerce business needs to be prudent and thorough like more traditional off-line businesses. Knowing your customers and being able to fulfil the opportunities are vital.

Skip Hire UK is a testament to the opportunity that the Internet and eCommerce businesses represent. Having set the company up in 2004, Skip Hire UK today has a team of 10 people and turnover of £4 million per year.



## About Advansys



*"a leading provider of high quality specialist ecommerce solutions that fuse innovative technology with stylish design"*

Advansys, founded in 2000, is a leading provider of high quality specialist ecommerce solutions that fuse innovative technology with stylish design. We aim to provide the necessary professional expertise and a one-stop shop solution that delivers real business benefit. With offices in the UK, Europe, Asia and USA we are a dynamic company consisting of experienced consultants and ecommerce specialists with many years of industry knowledge spanning not just ecommerce but also the wider aspects of internet marketing.

Advansys approaches projects with energy and commitment and we work in partnership with our clients and partners in driving projects through to a successful conclusion.

To see more customer success stories, or to see what results we can get for you, contact us today.

Advansys Limited  
Building 4 Millars Brook  
Molly Millars Lane, Wokingham  
Berkshire, RG41 2AD

Tel: 0845 838 2700  
Fax: 0845 838 2701  
Email: [sales@advansys.com](mailto:sales@advansys.com)  
Internet: <http://www.advansys.com>