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# Customer Success Story

Herefordshire & Worcestershire  
Chamber of Commerce



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### Overview

EBC Group helped the Herefordshire & Worcestershire Chamber of Commerce overcome significant IT challenges, transforming their infrastructure to better support hybrid working. Prior to partnering with EBC Group, the Chamber's outdated IT environment, including a problematic Remote Desktop Services (RDS) system, led to frequent service disruptions and hindered productivity. Employees working from home struggled to make and receive calls which made daily tasks difficult from time to time.

EBC Group addressed these issues by migrating the Chamber's systems to a cloud-based infrastructure, eliminating the RDS restrictions and integrating Microsoft 365 tools like Teams, OneDrive, and SharePoint. This shift enhanced collaboration, improved communication, and enabled seamless access to resources from any location, empowering staff to work more efficiently and respond to members more effectively.

The cloud-based solution also offered increased security, scalability, and reliability, ensuring that the Chamber could adapt to future needs without significant reinvestment. EBC Group's tailored approach and deep understanding of the Chamber's requirements ensured a smooth transition and positioned the organisation for long-term success in a modern, flexible working environment.



*“EBC listened and came up with a cost-effective solution that made a considerable difference to our day to day productivity.”*

### About Herefordshire & Worcestershire Chamber of Commerce











Combining 180+ years of traditional experience with the latest and most impactful approaches.

The Herefordshire & Worcestershire Chamber provides business and industry support across the two counties. A true champion of the incredible businesses born and bred here at a local, regional and national level. The Chamber sits at the heart of the community, working with companies of all shapes and sizes, and representing all sectors to achieve steady and sustainable growth.

Dedicated to sharing opportunities, knowledge and expertise, they are a dynamic Member-led organisation that is firmly committed to positively impacting the local economy, and support a network of more than 1,300 county-based businesses, strengthening their position in the region, ensuring their voices are heard, and providing useful connections and valuable access to new ideas and innovations.

### Challenges at a Glance

-  **Outdated IT Environment:** The existing infrastructure was unable to meet the demands of hybrid working.
-  **Underperforming Remote Desktop Services (RDS):** Frequent interruptions and underperformance disrupted productivity.
-  **Service Drops:** Regular outages caused frustration and hampered day-to-day operations.
-  **Lack of Scalability and Resilience:** The infrastructure was not equipped to support hybrid working or adapt to changing demands.
-  **Inefficient Communication:** Employees working remotely struggled to handle calls, leading to communication bottlenecks.
-  **Disrupted Member Services:** Delays in responding to member inquiries affected member experience.
-  **Loss of Productivity:** Frequent interruptions and IT issues required staff to troubleshoot instead of focusing on core tasks.
-  **Risk to Reputation:** Operational inefficiencies and inconsistent communication risked damaging the Chamber's reputation and member relationships.

## Solutions at a Glance



**Migration to Cloud-Based Infrastructure:** Transitioned from on-site servers to a cloud-based system, eliminating the limitations of the outdated RDS system.



**Implementation of Microsoft 365 Services:** Integrated tools like SharePoint for centralised document storage and collaboration, enabling seamless access to resources from any location.



**Adoption of Microsoft 365 Apps:** Leveraged Teams, Outlook, and OneDrive to streamline communication, collaboration, and task management.



**Enhanced Hybrid Working Capabilities:** Enabled secure, real-time file access and sharing to support employees working from various locations.



**Improved Data Security and Resilience:** Transitioned to a cloud-first approach, enhancing data protection and operational agility.



**Scalable and Future-Proof Infrastructure:** Designed a flexible IT environment adaptable to evolving demands without major reinvestment.



**Reduction of Downtime:** Provided a more reliable IT solution, minimising disruptions and improving productivity.



**Streamlined Workflows and Enhanced Communication:** Facilitated better collaboration across the organisation, leading to improved member services.



**Tailored Cloud Solution:** Delivered a secure, scalable, and customised IT setup that addressed immediate challenges while preparing for future needs.



**Expert Transition Support:** Ensured a smooth migration process with minimal disruptions, cementing their role as a trusted partner.



## The Challenge

Before partnering with EBC Group, Herefordshire and Worcestershire Chamber of Commerce faced several critical IT challenges that hindered their operational efficiency and adaptability, particularly in the context of hybrid working. The existing IT environment was outdated and struggled to meet the demands of a workforce that required seamless connectivity and flexibility. The Remote Desktop Services (RDS) system was one of the main pain points, as it frequently underperformed, leading to interruptions in productivity. Regular drops in service caused significant frustration among staff and disrupted day-to-day operations, making it difficult for the team to maintain consistent levels of service delivery to their members.

The infrastructure lacked the scalability and resilience needed to support a modern hybrid working model, where employees needed reliable access to critical systems and data from various locations. This not only impacted the efficiency of internal processes but also posed a risk to the organisation's ability to adapt to changing demands and ensure business continuity. These challenges highlighted the need for a comprehensive IT overhaul to create a more robust, reliable, and future-proof environment.

These challenges had a significant and far-reaching impact on the Chamber's day-to-day operations and member services. Employees working from home were unable to handle incoming or outgoing calls effectively, creating communication bottlenecks that disrupted their ability to provide timely support to members. This limitation not only frustrated staff but also created delays in responding to member inquiries.

Frequent service drops exacerbated these issues, as they affected all staff, regardless of their location. Tasks that relied on stable IT systems—such as accessing shared files, collaborating on projects, or managing member data—were frequently interrupted, leading to a loss of productivity. These disruptions often required staff to spend additional time troubleshooting IT issues or waiting for systems to come back online, diverting focus away from their core responsibilities.

For an organisation like the Chamber, which prides itself on supporting local businesses and maintaining strong relationships with its members, these challenges posed a risk to their reputation. Inconsistent communication and operational inefficiencies left untreated could have led to an impression of unreliability, which could have then led to missed opportunities to engage with members, reduced satisfaction, and ultimately diminished the Chamber's ability to fulfill its mission effectively.

*“The ability to speak to someone involved in the project and have them on site was incredibly beneficial and the project management from EBC Group was outstanding.”*

## The Solution

EBC Group transformed the Chamber's IT infrastructure addressing the limitations of the previous system and enabling a more efficient, reliable, and flexible working environment. One of the most impactful changes was the migration from an on-site server active directory to a cloud-based infrastructure. This shift eliminated the constraints of the outdated Remote Desktop Services (RDS) system, which had previously hindered remote work and caused frequent disruptions.

By integrating a tailored mix of Microsoft 365 services, including SharePoint for centralised document storage and collaboration, the Chamber gained a modern, scalable platform that supported seamless access to resources from any location. Employees could now securely access and share files in real time, ensuring that work could continue uninterrupted, whether they were in the office, at home, or on the go. The adoption of Microsoft 365 apps such as Teams, Outlook, and OneDrive streamlined communication, collaboration, and task management across the organisation. These tools enabled staff to work more efficiently, reducing downtime and improving response times for member inquiries. The transition to a cloud-first approach also enhanced data security and resilience, ensuring that the Chamber's operations were not only more agile but also better protected against potential IT risks. EBC Group's solutions empowered the Chamber to fully embrace hybrid working, significantly improving productivity and service delivery while fostering a more connected and adaptable workplace.

EBC Group's solutions proved to be an ideal match for the Chamber because they addressed both immediate IT challenges and future-proofed the organisation by enabling a more flexible and scalable infrastructure. The transition to a cloud-based environment was a game-changer, as it not only resolved the limitations of the previous system but also unlocked access to a suite of modern tools and services tailored to the Chamber's needs. The cloud-based approach aligned perfectly with the Chamber's growing demand for hybrid working capabilities. By eliminating reliance on outdated on-site hardware, EBC Group's solutions allowed for seamless integration with Microsoft 365 applications, such as Teams, SharePoint, and OneDrive. These tools improved collaboration, streamlined workflows, and enhanced communication, which were critical to supporting both internal operations and member services.

EBC Group delivered a secure, reliable, and scalable cloud solution, ensuring data protection, reduced downtime, and adaptability to evolving needs without major reinvestment. Their tailored approach and expertise ensured a smooth transition, solidifying them as the ideal partner for the Chamber's ongoing success.

## Implementation of EBC Group's Solutions



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Overall, EBC Group's solutions empowered the Chamber to fully embrace hybrid working, significantly improving productivity and service delivery while fostering a more connected and adaptable workplace.

## The Right Fit

EBC Group's solutions proved to be the right fit for the Chamber, addressing their immediate IT challenges while future-proofing the organisation with a more flexible and scalable infrastructure. Transitioning to a cloud-based environment was transformative, resolving the limitations of the previous system and providing access to modern tools and services tailored to the Chamber's requirements.

The cloud solution perfectly aligned with the Chamber's increasing need for hybrid working capabilities. By removing dependence on outdated on-site hardware, EBC Group enabled seamless integration with Microsoft 365 applications like Teams, SharePoint, and OneDrive. These tools enhanced collaboration, streamlined workflows, and improved communication—key factors in supporting both internal operations and member services.

## The Transition to EBC Group

The onboarding and transition process to EBC Group's managed IT services was seamless and highly professional, setting the tone for a successful partnership. From the outset, EBC Group conducted an in-depth consultation phase, taking the time to fully understand the Chamber's unique challenges, operational requirements, and long-term goals. This thorough approach enabled the creation of a clear, detailed plan and timeline that ensured all stakeholders were aligned and prepared for the transition.

The implementation phase was managed with precision and efficiency, minimising any potential disruptions to day-to-day operations. EBC Group maintained transparent and consistent communication throughout the process, providing regular updates so that the Chamber's team always knew what to expect. This proactive approach helped to build trust and confidence in the transition process.

When onsite work was required, EBC Group's engineers carried out tasks professionally and with minimal impact on staff. The team demonstrated a high level of expertise and attentiveness, ensuring that all systems were configured correctly and optimised for the Chamber's needs. Staff were encouraged to raise any questions or concerns, and they consistently received prompt, clear, and helpful support, fostering a sense of collaboration and reassurance.

Onsite presence provided by EBC Group was instrumental in easing the transition to their managed IT services. Having skilled professionals readily available during the critical phases of implementation and onboarding ensured that any issues or concerns could be addressed promptly and effectively. This hands-on support allowed staff to adapt to the new systems with confidence and minimised potential disruptions to operations.

EBC Group's onsite team offered personalised guidance to employees, helping them navigate new tools and workflows. Staff could ask questions and receive immediate, practical demonstrations, which accelerated their learning curve and built trust in the new systems. This direct interaction also helped identify and resolve any user-specific challenges, ensuring that every team member felt supported and equipped to fully leverage the new IT environment.

EBC Group provided ongoing training and support features tailored to the Chamber's needs. Whether through scheduled training sessions, one-on-one assistance, or follow-up visits, they ensured that staff were comfortable using the new applications. Their commitment to proactive support, combined with their onsite presence, created a smooth and positive transition experience that empowered the Chamber's team to embrace their updated IT systems confidently.

## Operational Improvements

Since implementing EBC Group's solutions, the Chamber has experienced transformative improvements in both operational efficiency and security. The enhanced IT infrastructure, coupled with the migration to a cloud-based environment, has unlocked the full potential of Microsoft 365 apps, including Microsoft Teams. This has revolutionised the way staff communicate and collaborate, enabling real-time messaging, video conferencing, and seamless file sharing. The ability to utilise these tools to their fullest extent has streamlined workflows, reduced delays, and significantly increased productivity across the organisation.



The upgraded telephony system is another standout improvement, offering a complete overhaul from the previous setup. Staff now have access to a reliable, modern system that supports crystal-clear voice communication, both in the office and remotely. The new telephony solution is fully integrated with other Microsoft 365 tools, further enhancing communication efficiency and ensuring that members and stakeholders can be reached without interruption. This has been particularly critical in maintaining the Chamber's reputation for excellent member service.



On the security front, the cloud-based infrastructure has provided robust protection for the Chamber's data and systems. With advanced security features such as multi-factor authentication, encrypted data storage, and continuous monitoring, the organisation is now better equipped to safeguard sensitive information against potential threats. The added reliability and resilience of the IT environment ensure that the Chamber can maintain business continuity, even in the face of unexpected challenges.

The improvements in operational efficiency and security have empowered the Chamber to operate more effectively, deliver exceptional service to its members, and position itself as a forward-thinking organisation ready to meet the demands of the modern business landscape.

Thanks to their efforts, the Chamber's finance system now operates efficiently within the new IT framework, with no interruptions to its functionality or its critical links to the CRM. This not only preserved the integrity of the Chamber's financial operations but also reinforced confidence in EBC Group's ability to deliver tailored solutions for even the most intricate challenges.

## Member & Employee Impact

*“Everything is so much faster”*

The implemented solutions have significantly enhanced the daily workflows and overall productivity of the Chamber’s employees. One of the most noticeable benefits is the dramatic increase in speed and efficiency across all systems. Tasks that previously took considerable time due to slow or unreliable IT infrastructure can now be completed swiftly, allowing employees to focus more on their core responsibilities and less on troubleshooting or waiting for systems to respond.

The integration of Microsoft 365 apps, such as Teams, SharePoint, and OneDrive, has streamlined collaboration and communication. Employees can now share files, access critical documents, and coordinate projects in real-time, whether they are in the office, working remotely, or on the go. This has removed bottlenecks and improved the flow of information, making teamwork more dynamic and effective.

The new telephony system, fully integrated with the IT environment, ensures seamless communication both internally and with members. Employees no longer face disruptions in handling calls, enabling them to deliver better and more consistent service. The new system is more robust and integrates with the Chamber’s IT environment, has significantly improved communication options. Members now have access to a wider range of communication channels, whether it’s through phone, email, or virtual meetings. This flexibility has enhanced the Chamber’s ability to cater to the diverse preferences and needs of its members, ensuring that they can connect with the Chamber in the way that best suits them.

As previously mentioned, one of the most notable improvements is the increased speed and ease of accessing data. With the cloud-based infrastructure and modernised systems, staff can now retrieve and share information with greater efficiency, ensuring that members receive quicker responses to inquiries and requests. This has enhanced the overall member experience by reducing delays and improving the quality of service provided.

These improvements have allowed the Chamber to offer a more responsive, adaptable, and professional service to its members, ultimately strengthening relationships and increasing member satisfaction. The ability to easily connect and share information has reinforced the Chamber’s role as a valuable resource for local businesses, helping them navigate challenges and grow in a rapidly changing environment.

## Overall Satisfaction with EBC Group

One of the standout aspects of EBC Group’s service that has had the most positive impact on the Chamber’s team is their commitment to personalised support throughout the entire process. The ability to speak directly to someone who was actively involved in the project was incredibly beneficial. This hands-on approach provided not only quick access to technical expertise but also the reassurance that the team’s specific needs were being addressed by someone who understood the intricacies of the project. Having this level of accessibility meant that any questions or concerns could be addressed in real-time, fostering a collaborative and responsive environment.

The project management throughout the entire implementation process was exceptional. EBC Group’s team demonstrated a high level of organisation, coordination, and attention to detail, ensuring that every aspect of the project was executed smoothly and on schedule. The clear communication and structured approach to project timelines allowed the Chamber to have a transparent view of progress and ensured that expectations were consistently met. This level of professionalism helped to minimise disruptions and kept the project moving forward without any unnecessary delays.

The comprehensive support provided by EBC Group ensured that all staff were comfortable with the transition, and their proactive approach to troubleshooting and resolving any issues that arose made the process even smoother. This combination of expert project management, accessible support, and on-the-ground presence played a crucial role in the success of the implementation, and it is a key factor that continues to set EBC Group apart as a valued partner.



*“I would highly recommend EBC Group to other businesses facing similar challenges. One of the primary reasons is their ability to listen closely to the unique needs of an organisation and develop a cost-effective solution that has a significant and measurable impact on day-to-day productivity. From the outset, EBC Group took the time to understand the Chamber’s operational challenges, including issues with remote work, communication tools, and system reliability. Their thoughtful and tailored approach ensured that the solutions implemented were not just effective but also aligned with the Chamber’s budget and long-term goals.”*

*“The professionalism, expertise, and customer-first approach that EBC Group demonstrated made a substantial difference to the Chamber’s operations, and I’m confident that other businesses facing similar challenges would benefit from their services in the same way.”*



*We have an excellent relationship with EBC Group and have confidence that whatever our needs they will provide a cost-effective solution.*



### Sales Enquiries

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