

A passion for delivering great service leads to sales growth

Having been frustrated by the poor level of service they were receiving from local electrical wholesalers, 3 experienced electricians decided to start their own electrical wholesalers. Adrian (pictured), Terry and Tony started trading as AT&T Electrical Wholesalers in April 1999 from a 250sqft office in Windmill Road, Brentford. Due to their fast sales growth, however, they were forced to move to a 3,500sqft premises in Brook Lane North, Brentford the following year, extending this site to 8,500sqft in 2004. Soon after, the name of the business was changed to AT&T (GB).



“At the time, we didn’t believe we could grow sales so quickly,” says Terry Brown, recently retired Finance Director. “When I look back at those early starts and late finishes, burning the candle at both ends, it was extremely hard work, but very fulfilling. Although unexpected, the early success we achieved was not a total surprise as we were confident that a strong focus on delivering great customer service would be well received”.

By maintaining a strong focus on delivering what customers wanted in a timely manner, sales continued to grow and as a result. In April 2010 the business was relocated to the current premises in Phoenix Park, Brentford, a 50,000sqft facility holding in excess of 15,000 products, with a customer focused trade counter alongside offices for the ever increasing sales, operations and logistics teams. In October 2014, AT&T acquired ELP, a Reading based supplier, adding another trade counter and a further 15,000sqft of warehouse space. Plans for a further new site in south East London are progressing well and will be announced soon.

“With sales of £28.5m in the last financial year, the business has grown by 32% in 4 years”, says Adrian Storr, now Managing Director. “To sustain this level of growth, we will continue to focus on delivering great service, constantly seeking ways to enhance our reputation as one of the best in the industry. This will only be achieved by ensuring that we continue to target the best people to join our team, train them well, allow them to develop their individuality and empower them to make decisions for the good of the customer”.

Following Terry’s retirement and Adrian’s decision to move into the Managing Director role, a number of senior management appointments have also been recently announced. John Williams has been appointed as Sales Director, Simon Pates as Operations Director, with Steve Habgood continuing in his role as Commercial Director. All three have a wealth of experience in the industry and share the passion for delivering to the needs of their customers.

Simon Pates says; “I’ve worked for a number of competitors in different roles, so have a good understanding of what good service really means to an electrician on site. I’ve always been impressed with the reputation AT&T has for delivering great service, so when the opportunity arose in 2011, I had no hesitancy in joining them. To be appointed as Operations Director is the pinnacle of my career to date and it’s a great honour to work alongside such a focused operations and logistics team”.

“Knowing that I have Adrian, Steve, Simon and their teams behind us



AT&T Phoenix Park, Ealing Road, Brentford

gives me the confidence to know that my sales team can deliver on their promises” says John Williams. “Having worked with key accounts for a number of years, I know just how much they appreciate the quality of service we deliver. Of course, we can make mistakes, but we always learn from them and strive to improve”.

Steve Habgood says; “We will continue to focus on maximising product availability by maintaining a minimum of 15,000 products in stock across our warehouses. With a stock holding valued at more than £3.5m this is a big investment, but one which we must maintain in order to deliver to our service promise”.

The team clearly understand the needs of all sectors whether they be contractors, FM, rail & infrastructure, renewable energy or domestic installers. With FORS accredited vehicles and drivers, Heathrow Airport airside clearance, dedicated specialists and friendly staff who are trained and empowered to make quick decisions, the future is looking bright for AT&T (GB).

Adrian Storr summarises; “This is an exciting time for our business. We have plans to expand through the opening of new branches in the near future, so I am delighted that John and Simon have accepted their new roles and responsibilities and along with Steve, are already taking actions to move the business forward by building on our reputation for great service”.

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