



Many of our clients place more emphasis on the relationship they have with TelstraClear than they do on the technology itself. They have the confidence that their solutions will work, even though they may not be actively involved in designing and implementing the solution. Our relationship with Madison Recruitment for example is more about common goals than the nuts and bolts of telecommunications.

A people-based business needs great people to work with.

Madison is the largest New Zealand owned recruitment agency, a product of the passion, energy and talent of its two founders, Wynniss Armour and Marisa Fong. Opening in 1998 with 3 people, Madison now employ 70 people in 5 branches around the country. They're an organisation with a very strong focus on people and the value of personal contact is never underestimated. Not surprisingly then, the word that keeps coming up in conversation is "trust".

"Our partnership with TelstraClear has grown over the years and so has the trust," says Wynniss. "We've grown up together. Initially it was Clear Communications that we dealt with, and now TelstraClear. We have been through all the various stages and transitions. We felt a real kinship, a real alignment in terms of innovation, not being complacent, challenging the accepted ways of doing things. There have been real synergies between the two companies."

Staying in regular contact is the best way to keep on top of things.

When someone places faith in you, you're very much obliged to reward it. The relationship with Madison is based around the close contact the company has with TelstraClear's Business Consultant and Business Manager. Regular and proactive

- Client:** Madison Recruitment, 70 staff, 5 offices.
- Business:** Recruitment Consultants.
- Problem:** The need for personal contact with customers in spite of constant growth and expansion.
- Solution:** A closely attendant TelstraClear team to get inside the business, understand the issues and develop a long-term relationship.
- Outcome:** A clear understanding of the clients needs builds a level of trust that allows Madison to focus on their core business without having to worry about their technology.



contact with the Madison team enables TelstraClear to be familiar with the issues that Madison face as well as the way they run their business.

Wynniss explains: "We've always had a very strong relationship with TelstraClear. We've been through a lot of different stages together as partners. They've never taken us for granted and I must say they've been delightful to do business with. They'll actually ring and say, 'We've seen a solution where we can save you some money or fix your problem.'



We're able to respond to situations as they arise.

TelstraClear has just completed a large new move for Madison this year as they've opened their Botany Downs branch in Auckland. Marisa elaborates:

"The new construction compliance laws have made the fit out very difficult. But our TelstraClear Account Manager has rung every week to say 'How are we going? Are we on track? Here's what we need to do now.'

"Because we had to print letterhead and business cards, we wanted to have the phone numbers locked in early on. We didn't want to print thousands of pages of letterhead and then find out our phone number was wrong. So TelstraClear actually made it easy for us. We had that number 99% guaranteed and they defaulted it to our Auckland branch until they could switch it over to our Auckland Southeast office. The TelstraClear team thought of that, they came to us and said you can run with your printing."

By understanding Madison's business we're also able to plan better.

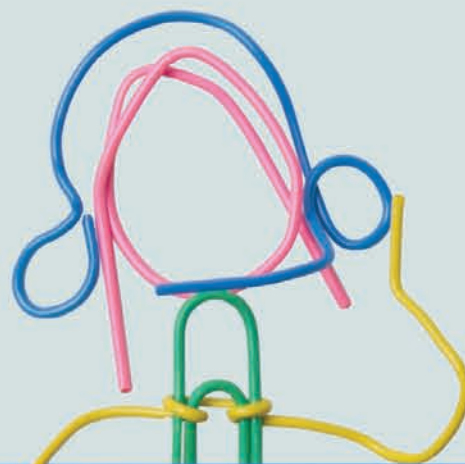
"Another large telecommunications provider had a major outage and that paralysed our whole branch network outside of Auckland, so we're now going to a dedicated Ethernet solution. It was suggested by TelstraClear to safeguard our inter-connection between our branches. Our CRM software is our lifeblood - it has our client records, our candidate records, everything. We need it always available."

Madison also places a great deal of emphasis on the traditional phone call. There's no DDI or voice mail. When anyone rings the company a person will always answer the phone.

The mutual trust of a close relationship allows everything to work as it should.

Wynniss sums up: "I think we're extraordinarily good at what we do but we don't want to know about technology. We need someone who is as good at their business as we are at ours. We don't know if a solution is good or not, we need to have that trust in people. We've got to know we're not dealing with someone who is just trying to sell us something and not taken the time to understand our business."

"TelstraClear help us have all those efficiencies supporting us. It means we can have absolute focus on our core business. All the machinery goes in behind it that makes us be able to deliver but it doesn't replace that human contact."



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