

LA SENZA AND LOMBARD

“Lombard exceeded our expectations with the service that we get; they deliver above and beyond the call of duty.”

Paul Erskine, Infrastructure Manager, La Senza

Background

La Senza is the UK's leading independent high street lingerie retailer. Since opening its first store in 1990, the company has become synonymous with high quality, elegance and affordability – simple business principles that have led to significant growth, with 180 stores in the UK and Ireland and a further 30 franchise stores in Europe.

Challenge

One of the first tasks for Paul Erskine, newly appointed Infrastructure Manager, was to conduct a review of the company's technology supplier. Paul wanted good service from a business they could rely on and value for money.

Having had contact with Lombard in a previous role, he felt comfortable in asking Lombard to provide a sample quote to supply replacement printers to all of the 180 UK stores. The existing printers were failing quite regularly and the toners were more expensive than a new printer, so making the right choice of new equipment was crucial.



Solution

Following a thorough review, Lombard recommended three possible printers that would meet La Senza's requirements. Upon deciding on HP, Lombard organised special bid pricing, together with next-day delivery on the printers, an additional toner cartridge, a 3-year manufacturer's warranty and same-day delivery on future consumables orders – exactly the kind of forward-thinking, proactive service La Senza was looking for.

Paul found that, compared to their previous supplier, Lombard were around 18% cheaper on the printer supply. "Lombard's recommendations reduced our costs significantly. We have used them ever since." Paul confirmed that savings to date have averaged 21%.

Pricing was not the only concern when choosing a supplier. "It's not purely about the price, it's the service," says Paul. "I know if Lombard say an order is going to be there tomorrow, then it will be. Service is the main criteria we look for to meet all of our reactive needs."

Lombard continues to provide additional support to La Senza with a variety of requests. As part of its branding programme, Paul challenged Lombard to find bright pink network cabling to match their corporate colours. Once again, he was impressed at Lombard's quick and successful response.

The challenges didn't stop there. La Senza were about to launch their Bra Bus – an old routemaster bus that travels across the country offering a free bra fitting service. Paul says, "Just before launch we were told it had to have a working till that could accept credit and debit card authorisations. Lombard provided a same day delivery on

a 3G router that we installed the next day." Even at such short notice, Lombard pulled out all the stops once again.

La Senza is delighted with the service provided and now uses Lombard for all its national purchasing. "I'm really pleased with the service we get from Lombard."

Benefits

- Vendor independent supply
- Dedicated personal account management
- Special bid and volume pricing
- Over 50,000 product categories
- Technology expertise
- Next-day and same-day delivery
- Configuration, delivery and installation services
- Online customer authorised product catalogue

Contact

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