



## Marxs Childcare

Established:	2008
Headquarters:	Kilpeddar, Co Wicklow
Number of employees:	12
Vodafone solution:	BlackBerry®, fixed line, mobile broadband
Industry type:	Childcare

**Marxs Childcare is a crèche employing 12 staff, who between them care for 45 children. Company owner Caroline Marx has been a customer of Vodafone ever since she got her first mobile phone some 16 years ago.**

“When I set up Marxs Childcare two and a half years ago, I looked around for a mobile phone service provider which would give me the best value for money. I was setting up a new business and had to watch my overheads. Vodafone came back with the best package cost-wise and it’s also ended up making my life so much easier.

“We’re open from 7.30am to 6.30pm and it’s important that parents are able to get hold of me all the time. Being able to stay in touch was all I thought I required from a mobile phone supplier.

“As part of the Vodafone package, I was offered a BlackBerry handset. I wouldn’t

**Dealing with one supplier has also saved me time and money**

have asked for one because I didn’t really know much about them.

But, because it was given to me I started to use it.

“I’m married to a South African and we travel a lot. I used to have to take my laptop with me so I could read and send emails and stay on top of the administration side of the business.

“Now, because I have a BlackBerry, I can leave the laptop at home and still have instant access to my emails. I can deal with things back at base quickly and easily without having to pull out the laptop, switch it on, find internet access and so on. The BlackBerry bleeps, I read the email, reply and that’s it!

“Roaming costs are a big priority for me because I spend so much time away. They can be expensive, but I’m happy that I’m getting the best deal in the market. I also have my landline and mobile broadband services with Vodafone. Dealing with just one supplier has also saved me time and money. Their customer care, service and coverage are excellent and more importantly, if I ever have a problem, they get it sorted.”

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Caroline Marx,  
Company Owner



Vodafone

# case study