

Florence Anne Products Are Showcased To The Rest Of The World Using Superfast Broadband



Carlisle-based, Florence Anne, has been creating handmade, luxury furnishings for over 50 years and is excited to be extending their catalogue to new products including dog beds and storage footstools.

A big part of the job for owner Tracey-Anne Biggrigg is about talking to customers and helping them choose the right design for their home.

We talked to Tracey-Anne about why the arrival of superfast broadband in Carlisle has been so advantageous to her business.

She said: “Having fast, reliable broadband is the backbone of being able to run my business effectively. I have a worldwide client base with sales coming in from all over the UK as well as from America, Canada, Australia and the Netherlands. This is only possible because we can communicate and interact online. My broadband service eliminates distance and brings my customers closer in a way which I hope they find both professional and personal.”

“I can regularly update my website which offers a secure ordering and payment system so customers can have confidence in their online purchases. I also offer free worldwide delivery and can monitor the order from point of postage through to safe arrival using online checks.”

“I’ve recently started selling on Etsy which is something which I am extremely proud of. Esty has provided my business with a worldwide selling platform and connected me to many new potential buyers. Having a fast broadband speed gives me a reliable, consistent and safe service which makes my partnership with Etsy possible.”

“Social media also plays a big part in the way my products are shared and in reaching the attention of prospective customers. I can update my social media pages regularly and respond to any comments or enquiries quickly and efficiently from any of the devices in my home. This means clients can contact me and receive a response at a time which is good for them. It’s important to be as accessible as possible to my customers and having the access to superfast broadband speeds means this is always possible.”

“From a back-office perspective, my broadband service allows me to carry out a wide range of functions which would be difficult with slower speeds. Internet banking, processing orders, online forms and market research are just some of the tasks which are made so much easier.”

Tracey-Anne added that she would encourage other businesses to upgrade their service and showcase their products to the rest of the world.



For more information on Florence Anne please visit <https://florence-anne.com/> search @florenceannefurniture and find her products on Etsy by searching Florenceanneuk