



Number Twenty Eight, Wigton



Entrepreneur Poppy Lawson has found high speed broadband to be a real perk to her salon from both a business and customer perspective. Number Twenty Eight, based in the superfast town of Wigton, is home to her hair, beauty and gifts business.

Clients can visit the welcoming salon for hair and beauty treatments and browse a range of luxury scarves, jewellery, watches and beauty gifts - perfect presents in the run up to Christmas.

Poppy said: 'The arrival of superfast broadband in Wigton has brought great benefits to the business. From a back office perspective, I can browse catalogues, order goods, do my online banking and update our social media pages at the touch of a button. We can also accept card payments more quickly and efficiently.'

From a customer perspective Poppy explained that she is always aware that their clients time is precious and being able to offer Wi-Fi enables people to work on their laptops from the salon chair while having treatments or to use the time to browse the internet using their phones or tablets.

Poppy added: 'We appreciate that lives are busy and being able to offer Wi-fi to customers is a real advantage. Some people come to us to just close their eyes and relax but others use the time to be pampered while catching up with friends online or reading the latest news.'

'Superfast broadband has boosted our ability to reach a wider customer base via our social media pages. We post and upload photographs to showcase the latest trends and our cuts and colours. And we can highlight the lovely gifts which are available to purchase in the salon.'

Online banking is a particular benefit to us as it avoids the need to travel to the nearest bank which is 15 miles away.'

Poppy urges other businesses in the area to consider upgrading to a superfast broadband service explaining that the benefits are over and above what she expected for very little difference in price.

For more information on Number Twenty Eight please visit the Facebook page 'Number Twenty Eight' or telephone 016973 42840.