



# Andy Weir - Ridelines

Andy Weir is from Innerleithen in the Scottish Borders and the difference that fibre broadband has made for his business - RIDELINES – has been incredible. RIDELINES, provides rider-focused mountain bike skills tuition through courses and one to one coaching sessions. Since upgrading, the company has seen an incredible difference in the speed of their broadband, revolutionising business activity.

"I'm also now able to schedule some of our social media with images and the improvement in the upload speed for images has just made a huge difference to how I can operate."

### Client Communication

As RIDELINES ([ridelines.co.uk](http://ridelines.co.uk)) deals with clients from throughout the world looking for coaching, it is extremely important that the business has an easy way to communicate effectively and quickly online.

Andy says: "Communication is key to our business, particularly when trying to promote the service that we offer. We send and receive emails at a high volume and these often include sending large files and images."

Before upgrading to fibre broadband, Andy spent hours trying to send images to clients. This was damaging to the business as it meant that they weren't able to be re-active to client queries and caused a damaging effect to the relationships with their clients.

Andy adds: "Our upload speeds were awful, I often had to leave my laptop running all night just to upload images. It was hugely time consuming and took considerable planning in order to ensure that we weren't going to disappoint our clients.

"Since upgrading however, we have seen an incredible difference in our speeds and we now take our faster upload speeds for granted! We are able to schedule our office time much more efficiently knowing we can upload images and files immediately."

### Website Activity

As Andy can now work with large image files, he has been able to upgrade his website with higher quality images that illustrate effectively the services that RIDELINES offers. It has also enabled the business to utilise the use of social media and update their followers far more frequently in regards to upcoming events and activity.

Andy says: "Our website ([ridelines.co.uk](http://ridelines.co.uk)) is extremely important to the business as it showcases the services that we provide and I direct clients to our website regularly. Through upgrading to fibre I have been able to add easily and quickly a large portfolio of images to the website that better portray the services we provide.

"I'm also now able to schedule some of our social media with images and the improvement in the upload speed for images has just made a huge difference to how I can operate."

"I would encourage everyone to check the Digital Scotland website [www.scotlandsuperfast.com/where-when](http://www.scotlandsuperfast.com/where-when) to find out if you can get the service. The difference it has made to me and my business has been incredible."

[www.scotlandsuperfast.com](http://www.scotlandsuperfast.com)

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