

Customer is king for C3ntral's Ross

At just 23, Ross Dalgetty is one of the rising stars of the Fife business scene.

He set up C3ntral Ltd in Dunfermline— which supplies engineers to blue-chip companies throughout Europe – four years ago and is now turning over an impressive £262,000 a year.

Ross knows that it only takes one team member with a bad attitude to damage the company's reputation and was determined to make customer service one of the core tenets of his business.

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Ross Dalgetty

And while he has no actual employees, Ross keeps in regular contact with his main pool of 30 engineers – which helps his speed of response when jobs come in at

short notice.

He said: “Our main customers are business customers and delivering an unparalleled service is something I have always been extremely particular about.

“It is important, not to just deal with problems as they arise, but to also pre-empt and solve them for our customers. If anything ever threatens their satisfaction I have always dealt with it promptly and I never drop my service levels when I've had a customer for a while, as some companies do.”

Ross's core business, C3ntral ITS, supplies engineers through A-Novo Ltd, Orderwork, XCC and Dell, managing jobs like the installation of thousands of PCs for the Royal Bank of Scotland or Chip and Pin installation at branches of Alliance Boots.

Now he's branching out with two new divisions in central Scotland. C3ntral IC aims to help small businesses with their communications, such as web design and phone systems, and C3ntral RITS helps ordinary



■ Ross Dalgetty is committed to providing a great service

people set up everything from plasma TVs to wireless routers.

He said: “Information technology is essential both in homes and businesses these days. A website is essential for any business when striving for a professional image. In the past these have often had high costs but C3ntral IC offers a flexible web package that grows

with your business.

“And C3ntral RITS is striving to make home computer support a personal, local experience for its customers, providing an engineer that is near to you, has great customer service skills and the technical know how to do just about anything you could ask of them.”