

CASE STUDY



Support

Barry

Technical Service Director



Barry's journey

Barry joined the business in 2013 as a Telecoms Field Engineer primarily covering the West Wales area, in addition to South Wales. During his first year, Barry demonstrated an aptitude for problem solving and gaining accreditations, and as a result, was promoted to Senior Engineer. This came at a time when the Engineering department was expanding, where Barry's new remit involved him supporting both existing and new colleagues within the Engineering Team.

Soon after, Barry was offered the position of Service Manager, with responsibility to further improve the standard of engineering through team training, education, and the creation of internal resources. Around 12 months later, Barry was promoted to become the new Technical Manager.

As SCG continued to grow, Barry was promoted again to Technical Service Manager, and then Technical Service Director, where he leads the strategic and operational delivery of technical services, ensuring alignment with business goals. He oversees service performance, customer relationships, team development, financial management and quality assurance to drive innovation, efficiency and client satisfaction.

Barry in his own words

"Coming from a manufacturing background, I've always liked fixing things, coming up with solutions rather than problems, and helping people. The move into management has given me the perfect platform to do this, being able to help both customers and staff, whilst at the same time increasing the levels of service we provide to customers to give them the best possible experience.

Joining SCG means that we're now part of a multi-faceted organisation, which has enabled me to progress even further within the same business. And now, when I have discussions with my own team, I want to get that message across that if they want to progress, or if they want to move into a different area, the scale and the scope that exists within the business allows them to do that. There are so many opportunities available at SCG; doors can always be opened to another part of the business, and there's never any reason to leave."

Barry's standout moment

"A standout moment for me was dealing with one of our longstanding customers who faced challenges around our telephony solution, following their rapid expansion during lockdown. At that time, I was not long in the Technical Manager role. Using that position, I was able to reach out to them, understand their pain points, and then oversee delivery of a retooled solution which aligned with their change of circumstances. Not only did I see the strength of that relationship improve due to our input, but I saw their business grow too; they went from one regional location to having four sites across the UK. Knowing how much of an effect you have on a customer and their success is incredibly rewarding, and something that sticks with you.

Becoming Technical Service Director was also a huge achievement. It felt like recognition of the hard work I've put in over the years, and a symbol of trust the business has in me. It's been massively rewarding going on this journey with the company, having started as a Field Engineer."

Barry's view

"Attending our Senior Management Team events has been extremely beneficial, and was a huge eyeopener after becoming part of SCG. They are a very clear indicator of how quickly the Group is expanding, and ensure the business units across the country are kept updated. Not only do they provide the opportunity for you to have a wider impact across the Group, but they also provide contact with the Senior Executive Team and the Group culture.

When I started at Datakom, it was a smaller business, and we'd always been entirely customer driven. I suppose I had this preconception that following our acquisition, we were the only part of SCG with this approach. Those preconceptions crumbled entirely after attending my first SMT event. It was a welcome surprise to see that not only did all the other business units have the same customer focus, but that it was actually driven from the top. This attitude, this expectation to always do what's right for each customer, trickled down from the senior executive level. It's hugely reassuring to understand that regardless of how big SCG becomes, it stays true to its origins and the values that the business founders had when starting their careers: that the customer comes first."