

The Feel Good Drinks Company



Company Profile

The Feel Good Drinks Company was founded in 2001 by Dave, Chris and Steve with the simple aim of making gorgeous, healthy drinks which make people smile. There are 3 ranges available – Feel Good Still Juice Drinks; Feel Good Sparkling Juice Drinks; and Feel Good 100% Juice.

The business continues to thrive and expand, which means efficient mobile communications is important at this time of their growth.

Feel Good Drinks are available in over 20,000 outlets across the UK - from large supermarkets, high street stores including Superdrug and WH Smith, food outlets like Upper Crust and over 1,000 licensed premises.

The Approach

The Feel Good Drinks Company were originally connected to the Orange network and looking for a mobile solution which would provide them with a more suitable tariff for their needs, and also the ability to work with an organisation which could provide them with a higher level of personal customer care for their growing business.

The Solution

Active Digital implemented a change of mobile network for Feel Good Drinks with new Nokia devices. We provided a suitable tariff which allows them to share their minutes across the group and the ability to add more minutes, or step up a tariff, as their business grows. Quarterly reviews enable us to monitor the account and adjust the tariff when required. For a more personal customer experience, a dedicated account manager meets with their Project Manager regularly and discusses new, innovative mobile products with them.

The Benefit

Overall, The Feel Good Drinks Company receive a higher level of care and attention and the support they need for their thriving business.

“Active Digital helped us to find the right mobile solution for our company, while taking the stress out of managing the relationship with the mobile provider. It’s great to have one key contact, who I know will deal with any queries quickly and effectively. They continue to manage our needs and expectations to the highest level, whilst providing regular, pro-active reviews to ensure we maintain the correct and most cost-effective tariff for us. All this makes my life a lot easier. “

Olivia Cowen, Project Manager - The Feel Good Drinks Company

More information:
www.feelgooddrinks.co.uk