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LEADING THE WAY

AN UPDATE FROM MANAGEMENT



*"The infrastructure story is largely written. What defines the next decade isn't how fast the cables went in - it's whether the engineer who knocked on your door **got it right**."*

Wilhelm Strümpher - CEO Nano Fibre UK

WHAT DEFINES US

We install. We maintain. We show up.

What defines a company is what happens when conditions are not ideal. Every engineer we send out carries the Nano Fibre UK name with them. The way they knock on a door, the way they leave a home, the way they treat a customer's time: that is our reputation, lived out in real time. We do not take that lightly. We have always held ourselves to the same standard, regardless of what the market is doing.

It is protected by quality when it is tested. This is not extra. This is the job.

WHAT QUALITY LOOKS LIKE

- Quality isn't assumed - it's chosen. Every visit - every time.
- Right-first-time installs, we plan and deliver to succeed.
- Every job resolved within SLA-driven delivery standards.
- Clean work when no one is watching.
- Teams that stay connected - lessons are shared.
- Standards held - without chasing

What we're seeing isn't about speed anymore. It's about getting it right.

First visit finished properly

Planned well.
Delivered once.
No loose ends.

Clean work, clear communication

Customers notice the standard before they notice the speed.

No hand-off confusion

One job.
One standard.
One team.

Quality that lasts

The real test is what still holds up after we leave.

For years, the fibre industry measured success by speed - how quickly cables were laid and how quickly coverage targets were achieved. Now that the UK's full-fibre build is maturing, the industry's focus must shift. Success increasingly depends on delivering reliable, quality service that puts the customer first.

The Rollout Has Peaked. Now What?

The early phase of fibre deployment was about breadth: connecting as many premises as possible, as quickly as possible. Now, with saturation near, priorities have evolved. Operators now ask, *"How many connections will work perfectly on the first visit every time?"*

At the heart of this shift is the customer: the homeowner who rearranged their day for an engineer's visit, the small business owner who cancelled meetings for an installation. Above all, they care that the engineer gets it right.

What Customers Actually Care About

Three consistent themes emerge:

- Right-first-time installs matter. Return trips disrupt schedules and require more time off. Customers expect it done right the first time.
- Reduced rework and re-entry. Repeat visits erode trust. An engineer fixing what should have been done right the first time signals poor planning, and customers notice.
- A human experience. Customers remember if the engineer was professional, communicative, and respectful. That impression shapes word of mouth, reviews, and brand reputation.

These are the new baselines for any installation partner aiming to deliver quality.

Quality as a Business Imperative

The case for quality workmanship is clear. Rework is costly in labour, scheduling, and goodwill. Every job cut revisits margins and strains capacity.

But costs go beyond the balance sheet. In a competitive market, operators increasingly choose partners based on performance metrics such as first-time completion rates, fault rates, and customer satisfaction. Those lacking consistent workmanship will struggle to win contracts.

Quality, in short, is not just the right thing to do. It is the commercially smart thing to do.

How Nano Fibre UK Approaches Quality

At Nano Fibre UK, quality is structural: built into how we plan, how we execute, and how we measure ourselves. Where others treat standards as a target, we treat them as a baseline. This is how we hold ourselves accountable:

- **Right-first-time installations**. We plan and execute every job for first-visit success, with thorough prep, the right tools, and engineers who finish only when the customer is satisfied.
- **SLA-driven performance**. Every call and job is resolved within strict SLAs. We commit to clear timelines because clients and their customers deserve certainty, not vague estimates.
- **A learning culture.** We rigorously track performance and share lessons. When plans slip, we learn and improve. Continuous improvement is integral to our operations.
- **A genuinely human service**. Technical skill counts. Equally, how engineers present, communicate, and leave a home or business matters. We take pride in every aspect.

Looking Ahead

The fibre sector is entering a new phase where competition centres on customer experience. Our turnkey fibre solutions address this directly. By managing installation and maintenance under one roof, we provide a single point of accountability and a consistent standard at every project stage. There is no ambiguity about responsibility for quality and that clarity matters.

At Nano Fibre UK, our values of timely delivery, pride in quality work, and approachable, consistent service have always defined us.

The industry is catching up to something we already know: getting it right matters more than getting it done fast.

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Wilhelm & Dirk