

Case Studies Dick Smith Electronics

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“As more people come to recognise the benefits from a cost and flexibility point of view, internet telephony can do nothing but grow. Prior to Engin, internet telephony was very klunky – you had to be a technical whiz kid to do it. What Engin does is simplify the whole process and through our Australia wide distribution channels makes it accessible to consumers. The partnership is now coming up to 2 years old and together we are developing the consumer offer. We find them a great partner. We work together very closely to ensure that the offer to the consumer is the most effective, efficient and simple. We have a national distribution network and Engin covers nationally as well, so the fit is very good.”

Alex Cochrane,
Merchandise Manager Communications
DICK SMITH ELECTRONICS