



Mistal Time Services Work with Citadel Technology to Combine Technical Expertise with a Personal Approach



More personal
and responsive IT
support



Improved
continuity
of service



Proactive
technology
advice



Introduction

Mistal Time Services is a family-run watch repair specialist based in Leigh, Lancashire. Founded more than 40 years ago, the company provides watch repair, servicing and warranty support for retail jewellers, independent businesses and major watch brands across the UK.

Simon Nesbit, Director of Operations, oversees the technology systems that support the business.

The Challenge

Mistal Time Services had worked with the same IT provider for many years, but after a series of acquisitions the level of personal service began to decline. The business found itself repeatedly explaining its systems to different support engineers and wanted a technology partner that understood its environment, provided continuity of service and could support its wider IT requirements.

"I'd call up and they were saying, 'Mr who?' No one knew what was going on with our system. It felt like we had to explain everything over and over again."

The Solution

Mistal Time Services was introduced to Citadel Technology through its relationship with Synergy Technology. Following initial discussions, the business chose Citadel Technology to provide networking, hardware and IT support services.



From the outset, Citadel Technology combined technical expertise with the personal approach Mistal was looking for. Today, Citadel Technology supports the company's hardware, devices, network infrastructure and hosted telephone system.

"The move to Citadel has been great. It feels like Citadel are big enough that they know what they're doing, but small enough that there is still a personal touch."

The Results

One of the biggest benefits for Mistal Time Services has been the return of a genuinely personal support experience. The business can speak directly to familiar members of the Citadel Technology team who understand its systems, requirements and priorities. This continuity allows issues to be resolved more efficiently while providing informed advice and consistent support.

The business also values Citadel Technology's proactive approach to technology planning, helping identify opportunities for future improvement rather than simply resolving immediate issues.

"When I call up, it's Matt or Ben that I usually get hold of. I just say, 'It's Simon from Mistal,' and they know who I am."



The Future

As hardware and devices reach end of life, Mistal Time Services plans to continue working closely with Citadel Technology to evaluate new options and identify the most appropriate solutions for the business. This ongoing partnership is built on the responsive, personal service that has supported the business throughout its technology journey.

"Two words: personal touch. You're not just farmed out to a general support team with lead times where you're not sure what's going to happen or who's going to deal with it."



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