

Breaking the 9 to 5

Mobile is changing the way we work and banking
£2.2 billion every week for UK businesses and organisations

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The second age of mobility

We are long past the days of calculating the potential benefits that mobile technologies can deliver to businesses and public sector organisations. The proof is clear, in terms of the actual cash and time savings being delivered into organisations that cross industries and sectors.

If everything before the advent of the smartphone can be considered the first age of mobility, then this is the second age – one of increased collaboration through devices, greater freedoms to work outside of the office with 4G, greater security of mobile data – is the point where that potential matured. Any organisation serious about the future is now fully engaged in their mobile journey, although some industries are more advanced than others.

That's why we commissioned YouGov to take a state-of-the-nation temperature check – to discover just what mobile is delivering in terms of money and efficiency, and identify where any gaps might be. YouGov spoke to the following three different samples at the end of March 2015:

- Senior managers working in organisations with a minimum of 250 employees in the UK across private and public sectors
- Employees across all levels in UK private and public organisations with a minimum of 250 employees
- Consumers from across the UK split by region, gender, age and social grade

Saving money and time

Between them these samples revealed that by challenging the 9 to 5 model and moving tasks outside of the office, mobile technologies deliver weekly savings of £2.2 billion, and 9.4 million working hours to UK organisations. And those figures increase significantly, by an additional £2 billion and 6 million respectively, when you take into account the savings delivered by software, apps and services, such as VPN, online collaboration tools and cloud storage. The survey also provides evidence of what consumers expect from organisations in terms of digitised services. This underlines our belief that the next step in this journey of maturity is a ubiquitous 4G network that's as strong in the countryside as it is in the cities. We're already two-thirds of the way there, having rolled out 4G to over 500 towns – by 2017 it will cover 98% of the population.

Mobile devices save UK businesses 9.4 million hours a week

Cost and complexity are not excuses

One of the most encouraging findings in the report was that just 17% of the organisations have separate digital and business strategies. It shows that the days of considering mobile technology, apps and services as an ‘add-on’ – something nice to have but not actually key to business success – are over. But an integrated digital strategy is currently much higher in the private sector than it is in public sector organisations – a possible result of some misconceptions in terms of the cost and security of a fully integrated mobile estate.

There is no real reason for cost to be a barrier to mobile integration, especially when you consider things like the recent introduction of the O₂ No.10 Tariff for public sector organisations, which provides a tablet, 4G connection and 5GB of data for just £10 a month. Security is also something of a red herring, as services like our Managed Mobility allows businesses to write and enforce policies for the individual device or person, or Capsule, which provides a cloud-based firewall that follows the device.

Indeed, we’ve ensured that the way organisations communicate is simple and transparent. Our O₂ Gateway network integrates fixed, mobile and wifi services into one platform, with one point of access and one bill. This cuts costs and the management burden for our clients, as they’re only dealing with one supplier. They gain access to O₂ Gateway as soon as they begin using one of our services, and that means they can then deploy any additional services quickly and efficiently – usually in a matter of hours. We’re also the first UK mobile operator to secure the CAS(T) accreditation – developed with the help of GCHQ – which judges the security of a provider’s service and which proves the robustness of our network.

Start at the beginning

At the time of writing, some 450,000 organisations trust O₂ with their business and services. They do so for a number of reasons: greater cost efficiencies, access to the latest technologies at scale and the ability to manage usage and security right down to sim card level.

The survey shows that senior managers and employees have a range of devices available to them, including laptops, hybrid computers, smartphones, tablets, data cards, modem sticks and mifi. In the private sector, the choice of device is often driven by whether an individual is customer-facing or not, which again shows a growing maturity in the way organisations are choosing their mobile estate. However, while device usage is relatively high in the public sector, the majority of those used are standard feature phones with low functionality.

We’ve migrated thousands of organisations onto cutting-edge technologies and each one of those journeys always begins at the same place: an analysis of job roles, tasks and likely usage. It does not naturally lead to the most expensive, all-singing, all-dancing device, but one that’s a fit for a particular role and use.

Who we spoke to:

Private

- Manufacturing, construction and utilities
- Financial services
- Retail and leisure
- Professional services
- Transportation

Public

- Healthcare
- Local government
- Criminal justice and emergency services
- Central government
- Education

Survival of the smartest

Among all the figures revealed, one of the most telling shows that the staple of our working lives for so long – the 9-to-5 day – is breaking apart. With 68% of senior managers saying that greater flexibility is leading to more success, it can only be a matter of time before the very idea of working in one place during set hours goes the same way as the brown pay packet and the typewriting pool.

Access to devices is only part of this story, as successful smarter working is also dependent on the right business services and apps. Access to these has jumped over the last three years, with 55% of senior managers believing things like VPN software, online collaboration tools and cloud data storage will increase further over the next two years.

Seamless collaboration

The biggest growth is set to be in online collaboration tools, with 64% of senior managers expecting a significant increase in use. Greater collaboration is one of the keystones to smarter working. Our network has been built to support that, providing wifi, fixed, mobile and data in one single package. It's this type of simplicity that we see as driving the greater uptake in services and apps that UK managers predict: one bill, one supplier, services that can scale and be turned on and off in a matter of hours rather than weeks.

We've helped smarter working and collaboration take root in all types of different situations:

- Remote field engineers who now use ruggedised tablets to share reports, undertake video conferences and access schematics, and so slash maintenance and repair times
- Bid support teams who are able to establish an office at a client's premises in minutes with mifi and gain instant access to their own servers, allowing for instantaneous document sharing with remote colleagues
- Healthcare staff who now use smartphones and tablets on home visits to gain access to patient records and update them, ensuring that paperwork times are reduced

Working smarter and non-standard hours is as beneficial for the individual as it is the organisation. Almost half of the employees YouGov spoke to felt that they would be more successful because of it. And that mirrors our own experiences – where our staff can work flexibly and away from the office.

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Open all hours

The good news is that 52% of consumers use technology in the showroom. The bad news is that in the majority of cases it's their own. While organisations have begun to embrace the use of mobility when it comes to dealing with customers, at the moment it is viewed primarily as a means to serve, rather than sell.

This is a lost opportunity. Tablets wielded by product evangelists on the shop floor don't just need to be used to compare costs, provide information or read reviews – they can be used to allow shoppers to pay away from till queues, dial up instant stock levels and book delivery slots. More than that, they can be used to take on the competition directly, allowing sales teams to tailor their own offers based on what they find online. This gap – the lack of store devices – was the most pronounced area of underachievement in the survey, with only a paltry 16% of consumers saying they've been assisted by staff with a mobile device.

Let's get personal

Away from the store, customers reveal an equal thirst for personalised communications, with more than half wanting to see organisations do more in this area. While 44% of senior managers say they have the technology to do so, only one-fifth of organisations actually do – and consumers have not been slow to note this.

We're using SMS, MMS, voice and apps daily to deliver personalised messages to our own customers – and on behalf of our clients – and 91% of these are viewed just an hour after they are sent. Those that are undelivered we convert into email or voice messages to increase open rates.

“We use specific insight about a customer to send them a text, for example by location. If we know a customer is near a specific shop, we could send a text about offers we have with that retailer in Priority Moments. Or if we know a customer goes to a particular stadium, we can send them messages based on that behaviour, for example from Priority Tickets.”

Stuart Maciver, Head of Campaign Creation and Management, O₂

What does this mean for you?

The numbers don't lie. Mobility is delivering billions into the banks of organisations across the UK and saving workers millions of hours. And remember that £2.2 billion and 9.4 million hours are produced every week. This will only grow as the use of mobile technologies and services are integrated further into the way we work. This transformation is happening across all industries and sectors, although some are currently experiencing greater benefits than others. In many ways consumers remain ahead of the curve in terms of expectations, with organisations needing to catch up if they are to remain relevant to the public.

A mature ecosystem of technologies and services exists to deliver these real cash and time benefits, and are being developed further all the time. Specialist business services providers like O₂ are not just there to supply you with the latest devices to equip your workforce, but more importantly, to have expertise in developing the strategies and technologies that underpin their use. Solutions like Smart Steps use mobile data to provide accurate analysis of footfall and consumer behaviour, while our approach to Mobile Data Optimisation means that companies can keep control of costs by managing access and usage, right down to the level of an individual sim card being used on the other side of the world.

You're now in the second age of mobility. By 2017 our 4G network will have reached 98% of the population and will drive further the transformation in the way we work, the devices we use and the type of services we use to sell. We're here to help you understand this further and develop the solutions that allow you to make more money and work more productively.

98% of the UK's population will be connected using our 4G network by 2017

Read the report in full

See for yourself. The YouGov report can be downloaded [here](#).

You can also book a discovery session to see how your organisation can unlock its big numbers.

We'll support you all the way

To find out more call us on **01235 433 507** or visit o2.co.uk/enterprise

Get big numbers from small devices
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