

O₂ customer story

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With the right tools, agile working benefits both staff and customers

Addleshaw Goddard relied on their long-term telecoms partner, O₂, to move from legacy BlackBerry technology to the latest smartphones – and improved their agile working environment.

a **ADDLESHAW**
g **GODDARD**

Time to change

To attract the best lawyers, you need the best tools for the job.

Addleshaw Goddard's lawyers and partners expect agile working as a matter of course – and the company encourages this by ensuring the right tools are available to staff. For this reason, technologies within the organisation are constantly reviewed. In the UK, this meant the need for an alternative to a BlackBerry platform that was nearing end of life.

“We have an ambitious growth agenda spanning the UK and internationally, and technology is a key enabler in helping us to communicate more effectively and collaborate across offices and time-zones in order to deliver better business outcomes for our clients. We're also always thinking ahead about our future requirements, as well as how we can deploy technology to help support talented individuals to achieve their full potential.

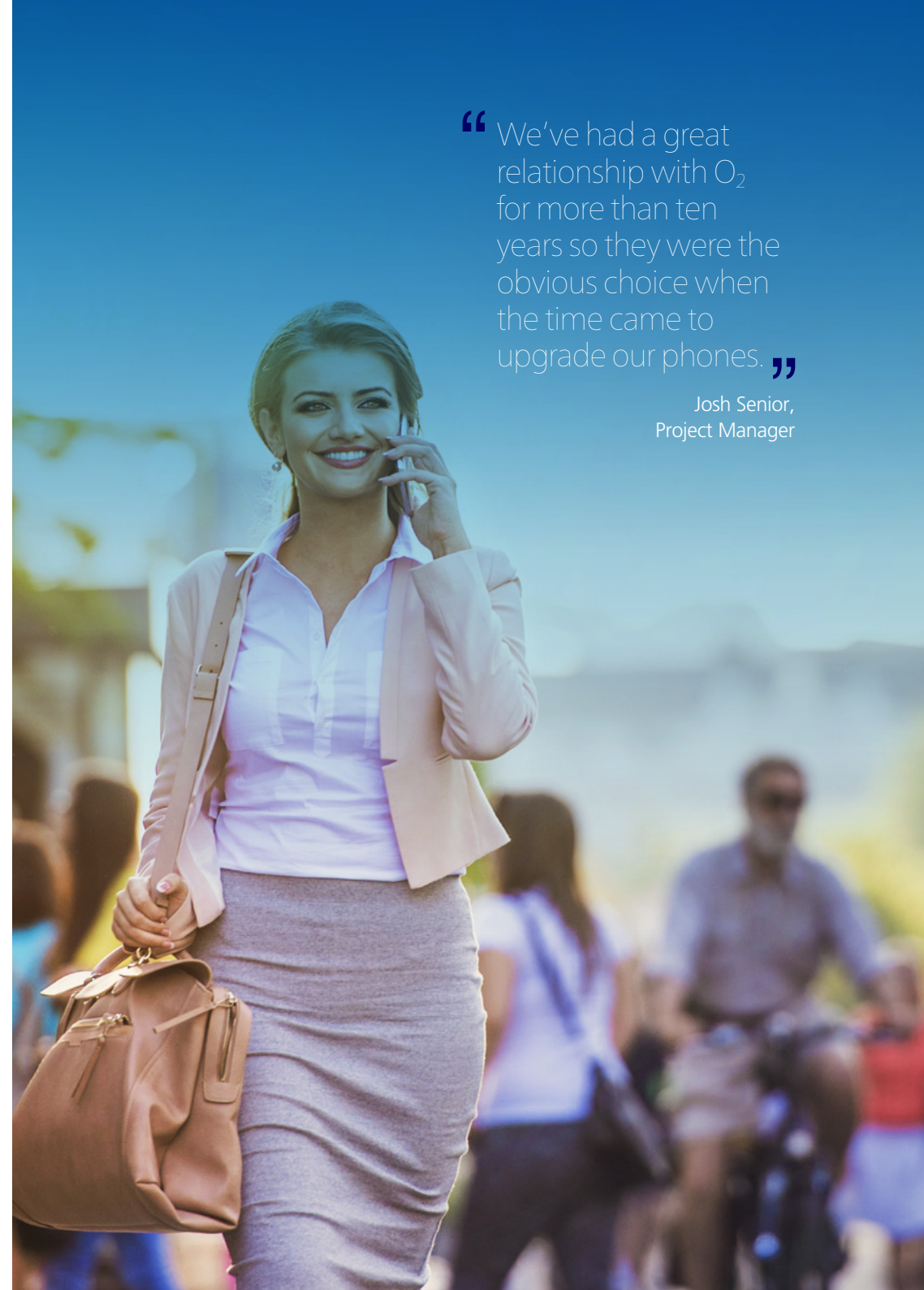
We are fully committed to providing greater agility in all aspects of our work and so all our people rely heavily on their mobile devices,” says John Byfield, IT Technical Operations Manager.

“Moving to a newer smartphone platform is a key investment and means staff can maintain their focus on excellent service delivery. It's what really talented individuals expect. It's also what we require to deliver the best result for our clients.”

John Byfield,
IT Technical Operations Manager

“We've had a great relationship with O₂ for more than ten years so they were the obvious choice when the time came to upgrade our phones.”

Josh Senior,
Project Manager



Seamless migration with the personal touch

All 1,100 handsets and users were changed over in less than a month, with O₂ Gurus on hand to help set up the new devices.

During the research and planning phase, O₂ investigated potential issues and assessed each employee's individual requirements. This ensured the change could be project managed as effectively as possible, with any potential risks or problems identified before deployment.

A proof of concept ensured that the backend systems had the relevant hotfixes and patches to enable the new devices. Then a schedule of when and where every user could swap their devices was drawn up to ensure minimal business disruption.

This forward planning allowed O₂ to change handsets, sims and data plans across multiple locations within a very tight, one-month timeframe.

O₂ Gurus were on site at the various offices across the UK to help people get set up with their new devices. With one-to-one training at the time of change, every user was able to quickly understand how to make best use of their new device.

This approach also ensured all their contacts, emails, applications and security measures were up and running on the day. So there was very little downtime for any individual, and the firm was able to keep working consistently throughout the changeover period.

"O₂'s support and insight were exemplary. They were a great help in making sure the changeover was very smooth and straightforward," says Josh Senior, Project Manager.

“The O₂ Gurus were great too. They gave face-to-face support to anyone who needed it and helped ease the anxieties that some people had about giving up their Blackberry. There was no drama, it was an easy move.”

Josh Senior,
Project Manager

How O₂ is helping Addleshaw Goddard attract and retain staff

As Addleshaw Goddard's trusted telecoms partner for more than a decade, O₂ was the obvious choice to upgrade all staff phones and provide support throughout the change. The latest devices, efficient apps and an easy changeover all help the firm to attract and keep the best staff.

Hassle-free migration

- O₂ upgraded 1,100 phones from Blackberry to modern smartphones.
- Migration of the platform also included new handsets, sims and data plans.
- Robust project management allowed the handset exchange to take place over a single month with support from O₂ Gurus at each office location.
- O₂ made allowances for staff temporarily working abroad and on maternity leave.

Personal service

- O₂ Gurus were on site to help each user set up their new device.
- All apps and access that staff had on their BlackBerrys were added to the new devices.

“ I can't speak more highly of the O₂ Gurus. They were positive, helpful, friendly and patient. They really helped with the personal touch and it was great to have in-house technical support. ”

Josh Senior,
Project Manager



“O₂ did a great job of making it easy and painless to make the move. They planned everything out and had their O₂ Gurus on-site for one-to-one briefings.”

John Byfield,
IT Technical Operations Manager

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About Addleshaw Goddard

An award-winning international business law firm with an exceptionally broad range of services.

With 240 partners and nearly 1,100 lawyers in 11 offices worldwide – six of them in the UK – Addleshaw Goddard understands the importance of communication.

Already a leader in developing client relationships, the company also aims to be a leader in attracting and retaining the very best talent in the sector. This means maintaining an exceptional level of service for clients as well as providing staff with the tools and systems they need to work as efficiently as possible.

Technology is a key factor in this aim. The company uses smartphones and a range of secure apps to help their people embrace flexible, agile working – to get closer to their clients, develop new skills and work together more effectively.

Read more customer stories at:
www.o2.co.uk/enterprise/insights

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