

More contact and cooperation

HC-One uses O2 Just Call Me for easier conference calls to improve communications and help teams work better together



Staying connected while on the move

With more than 300 care homes spread across the UK, HC-One has a large and geographically dispersed workforce that requires regular contact with peers and managers.

HC-One needed a simple, efficient and cost-effective way for its employees to keep in touch by phone for regular meetings and conference calls, especially when travelling. Existing solutions tended to slow down communication with their reliance on passwords and PIN codes, and with a cost per minute tariff, could incur significant call charges.

Easy conference calls

O2 Just Call Me is a subscription app that allows users to schedule as many conference calls as they need for a fixed monthly fee. Attendees can dial in using the organiser's usual phone number – no codes, no passwords, and no additional call costs. The conference organiser is the only one who needs to have the app, and so with complete transparency they can choose to accept or reject callers as they dial in. The app works with any iPhone or Android smartphone and can be integrated with employees' calendars for easy scheduling.

A better way to keep in touch

Managers and field-based employees can arrange conference calls quickly and easily, enabling improved communication and collaboration in real time across the teams. Because it's so easy to use, employees save time and also tend to communicate more, making the business more agile. The inclusive monthly fee also means HC-One spends much less on conference calls each month.

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When you find a product that makes your working life easier, you just want to use it. That's been the case with O2 Just Call Me – we certainly wouldn't want to go back to the way we used to do conference calls.

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**Julie Payet,
IT and Telco Administrator, HC-One**



Easy to use conferencing with clear cost savings

HC-One has relied on O2 to manage its mobile estate for three years. As a trusted partner, O2 often brings new technology to customers' attention and gave HC-One an early opportunity to try Just Call Me.

"We were pleased to be offered an initial trial of O2 Just Call Me, pretty much as soon as it became available," says Julie Payet, IT and Telco Administrator at HC-One. "At first we only offered it to our Area and Managing Directors. But as people have grown used to the benefits, they've been using it more and we've seen significant cost savings. Now we're offering it to virtually any employee who asks for it – and we get new requests every week."

Approving the app for individual employees is a straightforward process and it can usually be added to their tariff within 24 hours of the request. Once it's added, they simply download the app from the app store and they're ready to go.

"O2 Just Call Me has been so easy to use," says Julie Payet. "Someone can schedule a call or even set up regular calls with their team, and it's added to everyone's calendar, so they all know who they're calling and when. Then the caller just selects the name from their contacts and they go straight through. The organiser's in full control of the call and can see who's joined the conference on their screen, accept or reject participants for security, as well as mute and unmute callers."

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Our staff have really taken to it and many of them have told us how much they like it. But we also ran a cost analysis comparing O2 Just Call Me with our previous conference call provider and found that we're now spending less than we were under the old system. So it's a win-win for us.

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**Julie Payet,
IT and Telco Administrator, HC-One**



A revolution in conference calling

O2 Just Call Me is a very different type of conference call system. As an iPhone or Android app, it's simple to download and use, integrates with users' calendars and comes with useful tools like the ability to bar or remove callers, as well as mute them if necessary. HC-One has found that employees are communicating more since adopting it, because it's so easy to set up and run conference calls.

"Our people are calling each other and organising meetings more now," says Julie Payet. "They can host as many calls as they like with no extra charge. And even though our staff are spread all over the UK, we've never had any coverage issues and they're always able to get a signal."

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There really isn't anything else quite like O2 Just Call Me on the market. It takes all the hassle out of conference calling and that's why people who try it tend to stay with it.

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Victoria Cawkwell, Account Manager, O2

Benefits of O2 Just Call Me:

- **Hassle-free conference calls with no passcodes or PIN numbers** – callers just dial the conference organiser's mobile phone number
- **Easy set-up** – it can be added to a user's tariff in 24 hours and then they just download the app to get started
- **Calendar integration** – integrates with calendars so conferences can be scheduled and attendees invited direct from the app
- **Visual display gives organisers full control of their conference** – they can see who's attending and accept or reject, mute or remove callers
- **Secure access** – unlike traditional systems where PIN codes can be passed on, with O2 Just Call Me the organiser can see each caller and reject or remove any who aren't invited
- **Make as many calls as needed, including recurring calls** – the app costs £5 a month, with calls coming out of a bundled minutes allowance



The 'Kind Care Company'

HC-One Ltd. offers professional residential, nursing and specialist dementia care for older people in specialist care with homes throughout the UK. They have a presence in every major town and city in the country and their focus is on 'Kind Care', offering each resident help and support tailored to his or her needs, delivered with kindness and humanity. They have more than 300 care facilities in total, with plans for more.

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We have a very good working relationship with our O2 account manager and their support is always personal, quick and efficient. They understand our operations and strategy as well as our challenges and we were very glad they offered O2 Just Call Me as a solution.

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Julie Payet,
IT and Telco Administrator, HC-One

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