



Customer:

Genesis Housing Association

Industry:

Housing

The Story:

With a large number of remote workers and a widespread estate, Genesis HA is relying more and more on its mobile service, particularly as it has rolled out flexible working. It needed a network operator that would understand its business now and in the future and anticipate its needs. Genesis switched to O₂ and now has more support, a better network connection, and confidence in the future. Michaela Wenemoser, Head of IT Service Delivery at Genesis, says: "I have already recommended O₂ to other businesses like ours. It was the right decision for us to switch to O₂."



Genesis Housing Association

Creating and sustaining
thriving communities

About Genesis:

At any given time there are around 100,000 people living in a Genesis home.

As one of the UK's leading housing associations, Genesis owns or manages around 33,000 homes across London and the East of England. Its stock portfolio includes a range of properties from temporary housing to rented homes, homes for sale and supported housing.

Genesis is part of the G15 group, made up of London's largest housing associations. The group is responsible for providing homes for around one in ten people living in the capital. They are working to address the chronic lack of housing by building new homes: around 25 per cent of all new homes under development in the capital are being built by G15 housing associations, including Genesis.



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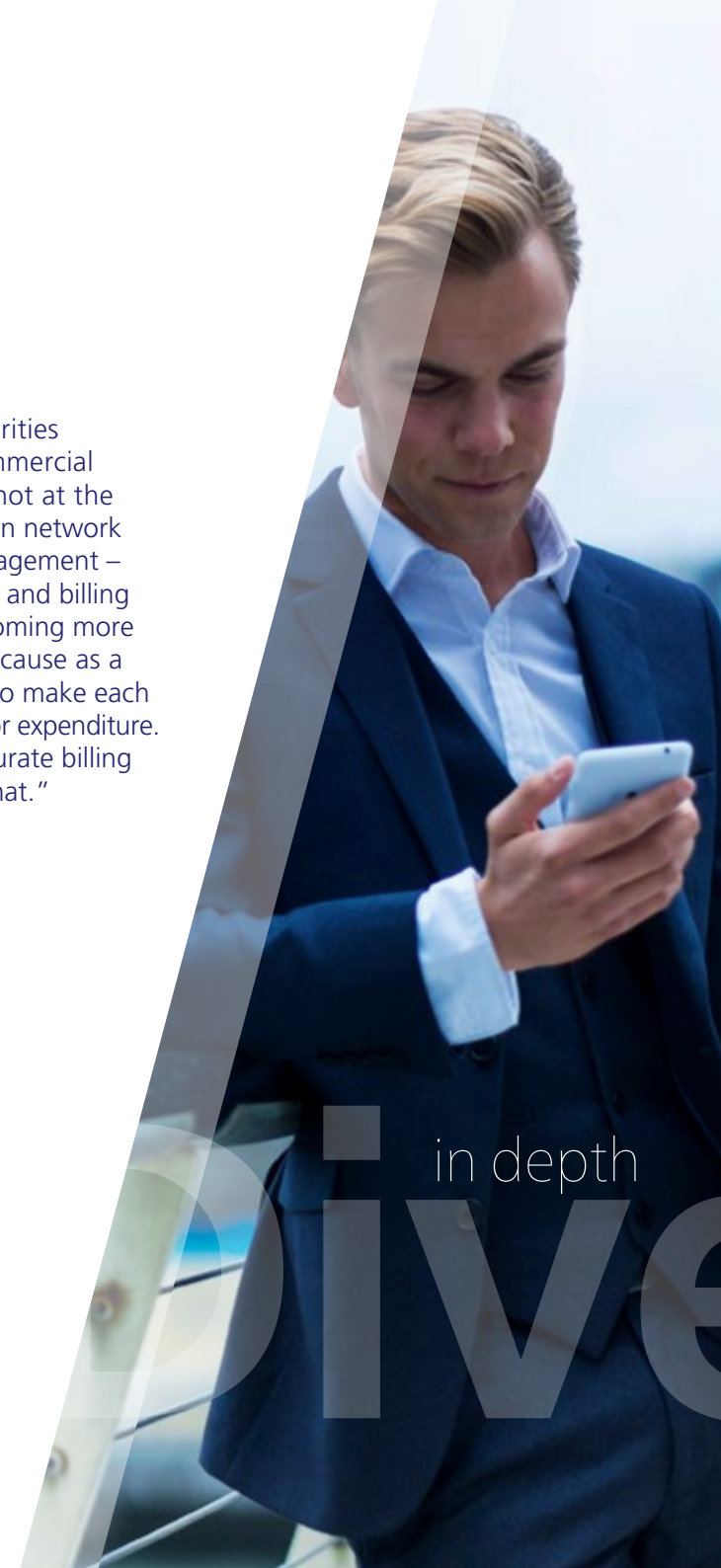
The Challenge:

With its existing mobile contract coming to an end, Genesis took the opportunity to put its mobile services out to tender.

Michaele Wenemoser, Head of IT Service Delivery, says: "The supplier is more important now than ever before. We rolled out flexible working to the majority of our staff in 2014/2015, so our reliance on mobile has further increased. We needed a supplier that would work with us more closely and could deliver a solution with excellent coverage (in our geographical area) and improved value for money and really understood our needs as a customer."

As a housing association with properties across a wide and varied geographical area, Genesis listed good network coverage near the top of its requirements. Some of their properties are quite remote, some are in busy town centres. They needed a mobile network that would reach everywhere their staff work.

"To summarise, our priorities in the tender were commercial competitiveness – but not at the expense of quality – then network coverage, account management – help when we need it – and billing capability. Billing is becoming more and more important because as a business we are trying to make each area more responsible for expenditure. We needed a good accurate billing mechanism to enable that."



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The Solution:

"I've already recommended O₂ to other businesses. The experience with rolling out the new phones was seamless. It's one of the best projects I've led and it was quite painless for the end users."

"O₂ made a highly competent bid. They made a real effort to understand Genesis and how O₂ could potentially help us in the future," recalls Michaelae.

As clear winners of the bid process, together with Genesis, O₂ immediately began planning the switchover, coordinating communications and logistics to minimise downtime, particularly for the large numbers of remote workers.

Michaelae says: "I was very pleased with the way the switchover went. Effectively we rolled out the majority in just four weeks using only two internal staff, thanks to a dedicated O₂ project manager and the O₂ gurus. O₂ was involved in the rollout in a way which made people feel like O₂ really cared."

"In terms of logistics, O₂ delivered brilliantly. They were very flexible. We worked out that it would be more cost-effective and efficient to let O₂ take care of configuring the devices rather than do it ourselves. O₂ delivered the devices to multiple UK sites, preconfigured and loaded with the apps we needed such as Office 365, as well as our own MDM (mobile device management) platform."

Since the rollout, Genesis has noticed that network coverage is improved. "Network coverage has been better than before. O₂ have been very responsive and made sure that we can use our O₂ phones wherever we need to. In a few exceptional sites they have provided boosters quickly."

For the future, Genesis is always looking for ways manage its properties better and O₂ is helping with that. Michaelae says: "There are so many solutions, so many choices to consider. No housing association can know how to approach this topic. O₂ has come in and consulted with various areas of our business to help us understand what's possible. That gives us insight into what's out there in the market and what our options might be in the future."

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We'd love to hear from you. To find out more about how O₂ can help your organisation, just contact your Account Manager or call us on 0800 955 5590. You can also visit o2.co.uk/enterprise

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