



in a nutshell

tip

**Customer:**

O<sub>2</sub>

**Industry:**

Telecommunications

**The Story:**

O<sub>2</sub> is the commercial brand of Telefónica UK Limited and is a leading digital communications company with the highest customer satisfaction for any mobile provider according to Ofcom. With over 23 million customers, O<sub>2</sub> runs 2G, 3G and 4G networks across the UK, as well as operating O<sub>2</sub> Wifi and owning half of Tesco Mobile. MVNOs operating on the O<sub>2</sub> network include giffgaff and Tesco Mobile.

O<sub>2</sub> believes mobile working and new technologies can help businesses reduce cost, improve productivity and retain top talent. O<sub>2</sub> has transformed its own business with mobile working solutions: its people achieve more, communicate more and have a better work/life balance. O<sub>2</sub>'s experience shows that flexible businesses stay in touch, in control and in front of their competition by harnessing the power of their technology and their people.



# Digital Fitness:

O<sub>2</sub>'s Enterprise sales team impresses customers and demonstrates the advantages of smarter working

## The Challenge:

Smartphones and tablets are rapidly overtaking PCs as the most popular computing devices. Most businesses acknowledge the benefits of mobile working, but there is much more to mobile working than just handing out tablets. Businesses need to think about deployment, security, applications, user adoption, keeping devices up to date and much more before they make the investment in mobile working.

Few businesses have the in-house capability to plan and execute a tablet roll-out. O<sub>2</sub> wanted to see for itself what was required to make a tablet roll-out a success without affecting security or productivity.

Andy Roberts, Head of Enterprise Mobility at O<sub>2</sub>, says “Companies often spend millions on data centres and back-end systems, yet they see front-end IT as a luxury, missing the fact that it’s the very thing we all use every day and that drives most employees’ perception of IT. People often have better IT at home than they do in the workplace. Good IT empowers people and improves productivity. We wanted to bring everything together in a way that works for our business, our people and our customers.”

O<sub>2</sub> decided to ‘drink its own champagne’ and take the plunge to meet the challenges and sample the benefits of mobile working through practical experience.

in depth  
**Dive**

A photograph of two men in business suits standing in a modern office. The man on the right is holding a tablet and looking at it, while the man on the left looks on. The background shows a curved wall with vertical wooden slats. The text 'in depth Dive' is overlaid on the bottom right of the image.



## The Solution:

“Mobile working isn’t necessarily right for everyone. It’s important to identify at the outset who is likely to get the most out of it. Through user profiling we identified who would benefit, and built a solution to suit them. This included people who spend a lot of time moving around, those who want quick-and-easy access to content, communications and systems regardless of location, and those people who can leave the laptop at home.” says William Buller, owner of O<sub>2</sub>’s Smarter Working Strategy.

“We set up the devices so that they were secure in transit but easy to activate upon arrival. They are fully cloud based so we can remove sensitive information if they are lost or stolen and remotely wipe them if necessary. We provisioned key business applications and can recommend other apps, provide smarter ways of collaborating whilst ensuring everything remains trusted and secure.”

A survey of the first group of people using digitally enabled tablets in this way showed:

- 60% were using their tablet to provide the latest information to customers face to face.
- 50% used the tablet to answer questions during a meeting, eliminating the need for a follow-up meeting.
- 80% had received a positive comment from customers while using the tablet and 30% of those found the tablet helped progress the sales conversation.

- 75% said they were able to respond faster and better to customer enquiries.

Andy Roberts adds: “We’ve shown that a tablet with 3G or 4G coverage can be a better way of doing business than a with a laptop. The agility it provides, and the instant access to information, has really driven a positive change in behaviour. Many people who were unsure previously are keen advocates for enterprise mobility now they have experienced it themselves.”

He concludes “The rate of convergence between traditional desktop computers and tablets or smartphones is increasing. Mobile computing is becoming ever more a necessity not a nice-to-have and, while it’s not for everyone in your organisation, it certainly is a good investment in terms of productivity, customer satisfaction and cost efficiencies for those who need it.”




in depth

ive



# Digital Fitness:

O<sub>2</sub>'s Enterprise sales team impresses customers and demonstrates the advantages of smarter working



We'd love to hear from you. To find out more about how O<sub>2</sub> can help your organisation, just contact your Account Manager or call us on 01235 433 507. You can also visit [o2.co.uk/enterprise](http://o2.co.uk/enterprise)

Follow us on Twitter

