

O₂'s people make the difference



Challenge

Saint-Gobain design, create and sell construction materials for homes and businesses. They have a diverse organisation with a wide variety of different technical and commercial requirements, and wanted a partner to work with them to optimise their services as they change and grow.

The Solution

- Mobile voice and data
- Fixed services
- PBX Maintenance
- Audit
- Machine to Machine Services

Introduction

Saint-Gobain is a leader in the development and manufacture of innovative materials for homes and businesses. Saint-Gobain is a global organisation with a presence in 55 countries, with a large number of divisions, performing very different and highly specialised functions. With over 1,000 UK sites and over 16,000 employees, Saint-Gobain needed a partner who could meet the needs of a very diverse organisation, and simplify the management of communications across all its businesses.

Saint-Gobain selected O2 as its mobility supplier a number of years ago. O2 was chosen for its people, the value it offered, and the flexibility of its approach. Since then, the relationship between the two organisations has gone from strength to strength, and now takes in Saint-Gobain's fixed estate of ISDN and PSTN lines, as well as mobile phones, plus numerous other services.

Understanding Our Customers' Businesses

The O2 account team have worked hard to make sure that Saint-Gobain's requirements are perfectly understood and represented within O2. The team has focused on Saint-Gobain's immediate and long term needs at every stage, acting as a trusted advisor. O2 has committed resource from a wide range of technical and support professionals, including a dedicated Service Relationship Manager, and Joined Up Communications Specialist.

Backing up the account team is a wider 'virtual team' including bid management and contract specialists, product teams and financial accountants, plus the O2 Enterprise Customer Service Team who look after Saint-Gobain's users on a day to day basis. The O2 team are passionate about the top class support they provide to one of O2's most important customers, and this is rewarded with Customer Satisfaction Index (CSI) scores averaging over 90%.

At the core of the relationship has been the O2 team's desire to support each Saint-Gobain business in a way which suits them. This commitment to delivering an excellent service to their customer has helped trust and mutual understanding to develop to an extent which far exceeds most traditional supplier relationships. The Saint-Gobain team know that O2 is working with its interests at heart every day.

Business Benefits

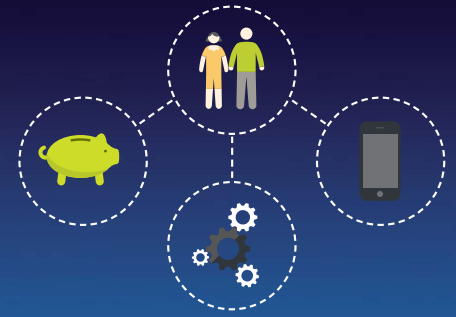
- Simplified supplier management
- Commercial flexibility
- Cost reduction
- Rationalised service footprint

O2 People

- The account team was backed up by a 'virtual team' including bid management and contract specialists, product teams and accountants.
- We allocated top-quality technical and support people, including a dedicated service relationship manager and a specialist in joined-up communications.
- The O2 Enterprise customer service team earns average customer satisfaction index (CSI) scores of over 90%.

"People make the difference. The relationships that have been established over the last few months are a credit to both teams and O2 have clearly demonstrated the trust and confidence that we look for in a business partnership."





A joined up approach to doing business

O2's Joined Up approach has been at the core of its delivery for Saint-Gobain. It recognised the benefit Saint-Gobain would derive from accessing a broad range of services, safe in the knowledge that delivery, technical support and customer service are never neglected. The ability to support a wide range of platforms has also added value, meaning that engaging with other organisations is rarely, if ever, required to achieve the required results. This really helped Saint-Gobain to achieve its goal of simplifying the management of its communications estate.

O2 also knew the value that Saint-Gobain placed on being able to access services quickly, with the success of any new project being partly dependent on the speed at which a successful implementation can be executed. O2 made this possible through detailed planning and due diligence, plus regular strategic communications on ongoing projects to all relevant members of the teams within both organisations.

The engagement of key stakeholders across both businesses means that our respective teams are fully bought into the overall relationship, and each individual project being worked on. This can be seen in an approach taken on everything from contractual negotiations to auditing and rationalisation of the Saint-Gobain fixed services estate.

O2's unique approach to its commercial model also set it apart from other providers. In depth discussions were held around Saint-Gobain's desire to put a tiered tariff approach in place, specifically designed to accommodate its diverse user base. O2 created a range of bespoke Saint-Gobain tariffs, with the capability to make changes built in. These ensure that changes to Saint-Gobain's workforce are dealt with quickly and easily, with a minimum of hassle. To help Saint-Gobain achieve its key goal of simplifying the management of its communications, O2 has sought out opportunities to reduce the need for manual changes to be made to systems or billing during the relationships.

Conclusion

Customer focus has been central to the ongoing success of the relationship between Saint-Gobain and O2. The O2 team are critically aware of the need to consistently deliver on all its commitments, and are passionate about enabling Saint-Gobain to operate efficiently.

Requirements and strategies are openly shared to aid both teams understanding, with Saint-Gobain having the security of working with a partner who truly understands its business, has a genuine desire to see it succeed, and works to make the management of complex services simpler.

O2 delivered:

- 36-month mobile resign of 13,500 connections, fixed Win of ISDN 30, ISDN 2 and PSTN (5,000 lines/channels)
- Savings of 33% across all services and consolidated suppliers
- Total value of £2.3 million per annum (mobile £1.1 million, fixed lines & calls £1.2 million per annum)

“For me the great asset that O2 have are its people, the network is a given and to a degree invisible, the delivery of excellent service is driven by its people. Saint-Gobain have been fortunate over the past four / five years to work with an evolving O2 account team who have continued to deliver enhanced service requirements to the various Saint-Gobain businesses.”

“On a professional level, O2 is my supplier benchmark (particularly the account team) that I reference to all my suppliers.”

