



“Vodafone One Net has transformed our business – we’re more productive, can work more flexibly and are saving money. It has been crucial to the evolution of our organisation.”

*power to you*



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Jackie Fisher, Director, Power Office Services

**Over the years Power Office Services has built its business through word of mouth generated by delivering a consistently high level of service to its customers across London. But the company reached a point where its success was creating challenges – how best to meet the demands of its growing customer base 24 hours a day seven days a week. The company’s continued good reputation and future growth were at stake. Vodafone was able to help meet the challenges and in so doing transform the business, with the Vodafone One Net solution.**

### Looking after London’s businesses

Based in London, Power Office Services provides a wide range of maintenance and refurbishment services to businesses across the capital. Four office staff, three supervisors, eight sub-contractors and a further 15 regular tradesmen work to provide electrical, plumbing and any other services their customers need. The company has relied on word of mouth to grow its business; but with success came challenges.

“We were becoming victims of our success because we couldn’t meet the demands of our growing client base,” says Jackie Fisher, who became Director of Power Office Services in 2003. “We pride ourselves on our personal approach and, above all, our accessibility, but with our traditional telecoms infrastructure, our phone line was too often engaged so we were missing business opportunities. In our line of work, you need to be able to respond instantly in an emergency so we needed a solution that would allow us to make sure no call went unanswered, regardless of the time of day or night.”

Power Office Services had one traditional fixed line and provided staff in the field with mobile phones. Out of hours, an answering machine gave the number of a mobile phone that could be reached. However, the fixed line was frequently engaged so clients would either try to reach staff directly on their mobiles or, in the worst case, simply call a rival company.

“We didn’t realise how difficult it was for our clients to get through to the office - we estimated that our phone was engaged four out of every five calls. Plus, if our clients called one of our contractors directly it made it difficult to manage the job scheduling, as well as potentially interrupting a contractor at work,” says Jackie. “It was also a matter of professionalism. Some of our bigger clients demand certain SLAs, such as one central telephone number 24x7. We couldn’t meet those demands so we desperately needed a new solution.”

Power Office Services has been a Vodafone customer for years and turned to them for advice in April 2010. A seamless hosted all-in-one fixed and mobile solution, Vodafone One Net appeared to be just what the company needed.

“We expected Vodafone One Net to allow us to present a more professional appearance to clients by giving them one number that would always be answered, and on that level the solution delivered completely. But as the weeks passed, we realised there were phenomenal advantages to the system that we hadn’t even anticipated.”

Jackie Fisher, Director, Power Office Services



“Now, employees at work aren’t interrupted on the job and we can handle client communications centrally. This has resulted in a productivity increase of around 20%. As a result, our revenues are up 10% on last year, despite the recession – that’s largely attributable to Vodafone One Net.”

Jackie Fisher, Director, Power Office Services

### The total communications transformation

“The installation was incredibly straightforward and the system is so intuitive and easy-to-use that the training took barely an hour,” says Jackie. “By the end of the day, we were up and running and had one telephone number that would automatically route itself to the appropriate person regardless of who was in the office or what time it was.”

Jackie was also impressed by the responsiveness of Vodafone’s support team: “There were very few issues with the system but when we did need to speak to someone at Vodafone we could quickly get a professional advisor on the line who was familiar with our business and our requirements.”

### Increasing productivity, flexibility, and cost-savings

“We initially expected Vodafone One Net to allow us to present a more professional appearance to clients by giving them one number that would always be answered, and on that level the solution delivered completely,” says Jackie. “But as the weeks passed, we realised there were phenomenal advantages to the system that we hadn’t even anticipated.”

“We simply hadn’t realised how disruptive our previous system had been to workers on site. If clients couldn’t get through on our office number, they would usually call someone direct on their mobile phone. If you’re up a ladder painting a ceiling or fixing a leaking pipe, the last thing you want to be doing is fielding phone calls from other clients. Plus, it was incredibly difficult to then manage the client relationship as there was no way of centrally controlling communications,” says Jackie.

“Now, employees at work aren’t interrupted on the job and we can handle client communications centrally. This has resulted in a productivity increase of around 20%. To put that in perspective, we’re gaining an hour per day per person. With an average of 12 employees out on any given day, that means we have 60 extra working hours per week. As a result our revenues are up 10% on last year, despite the recession – that’s largely attributable to Vodafone One Net.”

Not only has Vodafone One Net boosted productivity, it has also significantly reduced costs. Under the previous system, Power Office Services’ monthly telecoms bill was close to £1,000. Now, because mobile phone calls between employees are included in the flat monthly rate, the company is saving over 50% on its calls costs.

But the benefits don’t end there. Vodafone One Net has allowed Power Office Services to become much more flexible. “Previously, we had to physically man the phone in the office until 5.30 in the evening, at which point it would switch to the answering service,” says Jackie. “The moment I realised I could leave earlier, and effectively take the office with me was a eureka moment. I can get home sooner if I want to, spend more time with my family and still deliver an ultra-responsive service to clients.”



## Building a platform for future growth

Jackie estimates that they are handling 100 calls each day – double the figure they could manage previously. And importantly, with Vodafone One Net's help, they are able to handle all of them well. In turn, clients are happier, employees are more productive and the business is thriving.

"Vodafone One Net has freed our company to grow. We're now looking to recruit extra permanent staff to meet the demand that has been generated," says Jackie. "On a professional level, the increased productivity has been critical to our success. On a personal level, it has given us all more flexibility and security. We know we aren't going to let our clients down but we don't need to be tethered to the office 24 hours a day. Vodafone One Net has completely transformed our business."

- Power Office Services can handle twice as many calls each day.
- Employees aren't distracted by fielding non-critical calls when on a job, leading to a productivity increase of 20%.
- Staff can work more flexibly without compromising customer service.
- The company is free to grow and recruit more employees.
- Revenues are up 10% on the year.
- Monthly telecoms bills have been reduced by over 50%.

To find out how your business can gain from better communications, visit: [www.vodafone.co.uk/onenet](http://www.vodafone.co.uk/onenet) or contact your Vodafone account manager today.

