



Three strategies for driving business growth in uncertain times

How to get ready to thrive, whatever comes next

Telefónica



Recently, uncertainty has been a way of life

Many businesses have adapted impressively to such a tricky climate. In fact, some have turned challenges into opportunities – meeting new demands or embracing different ways of working.

Mobile connectivity has been a lifeline through those changes. New research suggests that without it, many more would have struggled. In fact, **one fifth of the UK's business has been protected by mobile connectivity** since the global pandemic began.¹

Now, businesses still face uncertainty. But with three key strategies in place, you can get ready to thrive – whatever comes next.

Read on to see how



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¹ According to new research from O₂ in partnership with Development Economics.



Work anywhere

Businesses have successfully worked remotely for many months now. This has been a first taste of home working for some employees, but it's a change that's here to stay. After the pandemic, 74% of companies are planning a permanent shift.¹

Now, it's time to build on that success. To grow your business in unstable climates, your people need to be as productive as possible from anywhere. They may need to visit clients on-site, work from the office, or get more done on the go. Whatever works best for winning contracts and creating new opportunities.

Plus, in uncertain times, your working style could change fast. So, you need to make sure you can cover it all – but only pay for what you need.



¹ O₂, Flexible Future of Work, 2020.

Work anywhere

Put the strategy into place

What should you consider to truly work anywhere?

Securing reliable connectivity

The right mobile data contracts can help you cover everything from poor home wifi to long journeys. Plus, temporary hotspots mean your employees can move between different places – whether it's a collaboration space or a construction site.

In uncertain times, you also need flexibility. That's why, we let you roll over your data from month to month, or share it between employees. Not only that, but we offer flexible tariffs from short-term contracts up to three years. Plus, you can connect up to 10 devices in a flash on temporary sites with our Pop Up Office 4G mobile hotspot.

Getting the right devices

Your people need devices that cover them between every location they visit. Those locations vary for every job role. So, the right device varies too. But different tech providers offer different strengths.

At O₂, we're vendor agnostic. It means you can get our award-winning network coverage¹ and flexible contracts on whichever hardware works best. Plus, we'll help you work out which devices you need to make your business as agile and productive as possible.

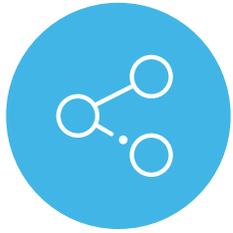
Protecting every endpoint

Your mobile devices help your business work productively anywhere – but they also mean your network could be accessed from anywhere. As you work in new ways, you also need a new zero trust approach to security.

We offer flexible add-ons, including security apps like Sophos that keep your endpoints and your network safe. You can pay for them on a per user, per month basis. It means your devices won't be the weak spot in your system, and you can flex with every new challenge.



¹ Best Network for Coverage: Uswitch 2018, 2019 and 2020 Awards. [uswitch.com/mobiles/broadband-and-mobile-awards/](https://www.uswitch.com/mobiles/broadband-and-mobile-awards/)



Think differently

During the pandemic, many businesses have changed how they communicate with – and what they offer to – their customers. Some cafés have set up subscriptions. Some shop owners have offered new delivery services. One farm even used social media to help school children learn about animals.¹

In uncertain times, delighting customers in new ways has kept businesses alive. But even before, Gartner predicted that by 2020, 81% of marketers expected to be competing on the basis of customer experience alone.²

So, companies will need to find ways of changing or adapting their business models to meet new customer expectations. All while offering the best service possible.

¹ Read the story of Cannon Hall Farm [here](#)

² Gartner Customer Experience Survey



Think differently

Put the strategy into place

How can you make sure you think differently?

Getting insights and time on your side

With intuitive data analytics tools, you get the insights you need to think differently and adapt your business model. Plus, by automating standard processes, you can save your staff time. That way, they can focus on delighting your customers – or thinking strategically.

At O₂, we can help you get access to the data you need, wherever you're working. With the right tools, you can access customer details easily on site visits, from any device. And for peace of mind security and backup are built in for all your files.

Joining up your customer service

Shifting apps to the cloud means sales teams and customer-facing staff can access the data they need securely – whether they're working from home, meeting customers in person, or making calls on the move.

With Microsoft 365 apps on O₂, your entire team can access content anywhere, on any device. So, they always have the power to deliver a connected experience. Plus, you stay flexible as your teams expand or change, because you pay per user, per month.

Finding next-generation solutions

You can't know what the next evolution will be for your business. But with all-in-one, cloud-based communications, your people can manage calls, meetings and messages seamlessly. So wherever they need to work, and however they need to reach out to customers, it's covered.

With the Microsoft 365 Business Voice add-on for Teams, you can manage your customer service calls, emails and chats from the cloud. New features like voice-to-email saves time. Plus, you can stay responsive 24/7, sending out confirmation emails, calendar invitations and cancellations automatically with Microsoft Bookings.





Apart together

Maintaining good morale and creating a great working culture is tricky – especially when you've got to do it across any combination of locations.

But when you get it right, it can be a positive cycle. After all, engaged employees are more productive. So, creating the right working environment can be the key to getting more done, helping you grow.

While employees work anywhere, businesses need to find ways to pull their people together across any distance. Even as teams, departments or individuals change how they work – and even as markets shift around them.



Apart together

Put the strategy into place

How can you bring employees together, anywhere?

Unifying your communications

Shadow IT or app switching make it hard to bring everyone together. Instead, you need a communications tool that gives your employees everything they'll want in one place.

With O₂, you can bring your people together with Microsoft Teams – without necessarily committing to long contracts. It means your employees can chat, meet and share documents. Plus, they can host webinars, conduct training sessions or get creative in groups, writing or drawing ideas in 'Whiteboard' mode.

Making productivity easy

Getting your teams chatting and working together is just the start. With a solution like Microsoft 365, employees can flick seamlessly between Microsoft Teams and focused tasks on Word, Excel and PowerPoint – on any device.

To help you turn that potential into productivity, your employees need to make the most of everything. That's why, at O₂, you and your people get dedicated support from our Account Managers. They help tailor solutions to your needs. Plus, they offer advice that helps you get more from new Teams features, as well as other apps like OneDrive and Sharepoint.

Creating choice for top talent

For many of the top talent, the right devices and apps are a big attraction. In fact, 'empowered employees' (with access to the right solutions) are almost four times more likely to say their companies are more desirable places to work.¹

So, letting your people access the latest devices – and even choose their tech – helps attract the best candidates. At O₂, we build a Hardware Fund into your O₂ Business contracts. It means you can buy or upgrade devices affordably, at short notice.

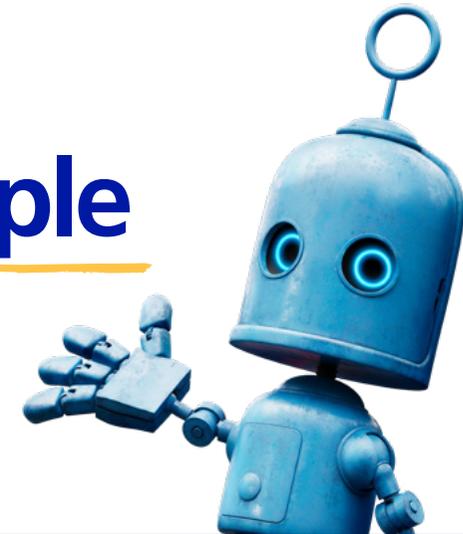
¹ The Impact of a Digitally Empowered Workforce, Forbes Insights and VMWare.



Make the three strategies simple

You need to work anywhere, think differently and keep your people together – even when they're apart

To make that easy, we're offering more flexibility than ever. Now, you can grow in uncertain times with our:



Data Rollover

No business can afford to waste data it doesn't use, so we automatically roll over your unused data to the next month¹



Flexible tariffs

Every business has its peaks and troughs, so we let you flex your data allowance up and down as you need²



Range of contract lengths

No business is the same, so we give you a choice of different contract lengths from short-term to three years



Flexible add-on business apps

Staying productive and secure shouldn't mean big commitments. With us, you can give your people everything from Microsoft 365 to Sophos and McAfee. You can use them across any of your devices, and all with a variety of flexible contract options

¹ For new or upgrading customers only. Available on selected tariffs of 6GB of data or above, excluding 2GB triple data, 3GB double data and unlimited data tariffs. Up to 100% of unused data from standard monthly data allowance can be rolled over into the following month. Eligible data rolls over for one month only. Any data that cannot be rolled over will expire. Any unused data will not rollover if you decide to change to an alternative tariff. Directly purchasing private sector customers with 500 or more employees and directly purchasing public sector organisations are not eligible.

² For new or upgrading customers only. For Small Biz and Business Essentials tariffs, tariff can be changed to a non-promotional tariff of the same type that has either a lower, higher or the same amount of data as tariff selected at commencement. For Business, Small Biz SIM Only, Small Biz Data Only and Mobile Broadband SIM Only tariffs, tariff can be changed to a non-promotional tariff of the same type with either the same or a higher amount of data as tariff selected at commencement. A change in tariff can be made 30 days from the date of connection or upgrade, each billing month. Directly purchasing private sector customers with 500 or more employees and directly purchasing public sector organisations are not eligible.

Subject to availability, status, credit check and general terms for business customers apply. Terms apply, see o2.co.uk/terms

Thrive in uncertain times with O₂

You've seen how three key strategies can help you thrive – however demand, working conditions or employee choices change.

If you're ready to grow your business with flexible contracts, support and beyond, get in touch now.

We'll give you extra help and information about any of the subjects in this eGuide.

Talk to us now on **0800 588 4210**
Or visit **www.o2.co.uk/business**