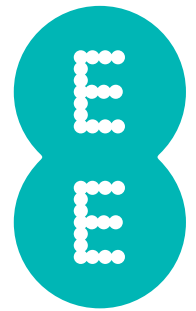


GREENSQUARE GROUP

GREENSQUARE EMBRACES MOBILE WORKING WITH 4GEE NETWORK



Mobile working at housing group GreenSquare aims to drive up customer satisfaction

Customer's challenge

Its mission is to increase the opportunities for people to thrive by building great homes and communities.

GreenSquare is passionate about creating great places to live across Wiltshire, Oxfordshire and Gloucestershire. The group builds new homes for rent, shared ownership and sale. It employs more than 600 people and has a turnover of approximately £70 million.

Their work is based on three core values:

- Delivering – doing what it says it will.
- Including – involving and valuing customers.
- Pioneering – being open to new and better ways of doing things.

Very successful to date it has increasingly been subject to rising customer expectations and escalating costs. The challenge centred on how best to manage this environment and control or reduce costs, while increasing customer satisfaction.

It needed a new way of working that would increase customer satisfaction and control costs while simultaneously building an operating model that was scalable, fit-for-purpose and future proof.

What was the vision?

Rob Fletcher, Group Head of IT, says: "It was clear that mobile working was part of the answer. In fact our staff had been demanding this way of working for some time. We needed to equip staff with mobile working tools that increased communication and enhanced productivity and customer satisfaction."


"We also wanted to manage our costs and reduce the amount of double handling and manual processing errors," he adds. "We recognised that mobile working would enable our staff to exploit mobile information systems, which would ultimately increase customer satisfaction because customers' needs would be fully met. We were also using too much paper. The manual methods were neither environmentally friendly nor secure."

Our solution

GreenSquare decided to put high-speed 3G and 4G connectivity at the heart of its new mobile working strategy.

Rob explains: "We came up with a mobile working concept that enabled people to take their apps and data with them into the field. To facilitate this change we needed a speedy, reliable platform on which we could digitise some of our main processes. This was challenging given that GreenSquare operates across largely rural areas so coverage can be patchy."

The company hired an independent consultant to evaluate the various 3G and 4G offerings from different service providers. Testing took place at five locations and examined upload and download speeds, voice quality, signal strength, and more.

 **EE scored over 90 percent of the total points available, making it a clear winner.** 

Rob Fletcher, Group Head of IT, Greensquare Group

Now, more than 500 users have smartphones and ruggedised tablets hooked up to EE superfast 4G. The next phase of the rollout will see housing officers adopt the same technology.

4GEE at work case study

More productive processes and happier customers


Better co-ordination of key trades such as plumbers, carpenters and electricians, means it's easier to prioritise jobs and schedule work.

Ian Yates, the GreenSquare Group Maintenance Services Manager, says: "Each person in my team is averaging an extra job every day – a ten per cent uplift in productivity taking us to around 2,000 jobs a month."

These efficiency gains prove that it's possible for an organisation to increase productivity through the deployment of an effective mobile working strategy. This could translate to approximately £25,000 of cashable annual savings for every ten employees converted to a mobile way of working.

Rob Fletcher says "The benefits are eye watering and staff really appreciate being up to date with the latest tech."

GreenSquare took the decision to redirect the gains and benefits into driving up customer satisfaction and creating extra capacity to take on additional workloads to meet rising customer expectations.

 **Being able to start the clock ticking while you're in a property makes a big difference. For example, we can get ahead of the game by booking a survey or downloading a boiler wiring diagram. 📱**

Ian Yates, Maintenance Services Manager,
Greensquare Group

Enabled with purpose-built smartphone apps, Samsung Galaxy Note 4s, tablets and 4G mobile data powered by EE, people now spend more time with customers and less time in the office. That means jobs get placed and completed quicker. "Being able to start the clock ticking while you're in a property makes a big difference," adds Ian. "For example, we can get ahead of the game by booking a survey or downloading a boiler wiring diagram."

User experience has changed for the better too. "With 4G we no longer have to wait about and watch hourglasses spinning around on our mobile devices while they're buffering data," says Pete Knight, Area Repairs Officer at GreenSquare. "That means, for instance, we can send photos from the job and view training videos when we're out – things we couldn't do at GreenSquare before the migration to the EE network."

Rob Fletcher sums up: "The EE 4G network and our mobile working strategy is transforming the way we work but we still have more to do to maximise its impact."

Get in touch

To see more examples of how 4GEE can transform your business visit: <https://ee.co.uk/4geatwork>

To learn more about GreenSquare Group go to: www.greensquaregroup.com

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