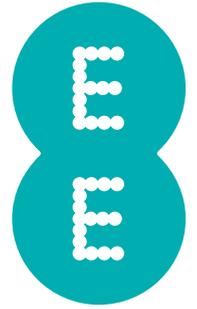


CELLHIRE

MAKING A BIG EVENT OUT OF BEING AN EE SELLER



Working in partnership with EE, Cellhire are able to offer their customers a full range of leading mobile solutions

Helping people to stay connected

Established in 1987, Cellhire is a leader in global wireless communications. The company employs 105 people, split between its head office in York and a satellite office in central London, alongside bases in France, Germany, Switzerland, Japan, Russia, Brazil and America.

Among the business's areas of expertise is event-based mobile communications. This has helped to make Cellhire a partner of choice for the organisers of some of the world's most prestigious events, including the FIFA World Cup 2014 and the Cannes Film Festival. During the 2016 Rio Olympics and Paralympics, the company delivered a record-breaking 22,000 connections. It provided SIM cards, smartphones, mobile wi-fi and other value-added telecoms services, helping the teams, visitors, media organisations and sponsors to stay connected.

Driven by its 'customer first' ethic, Cellhire strives to provide its customers with a combination of the perfect solution, the best choice of services and first-class support. While customers were happy with the level of service Cellhire provided, with the increasing emergence of 4G in the UK, sales staff at Cellhire were increasingly being asked by customers about the availability of EE solutions.

Matt Bennett, the UK managing director, explains. "We had relationships with the UK's main MNOs but in terms of coverage, the best they could offer us back then was 3G. So when we found out there was an opportunity to become an EE partner and offer our customers fantastic 4G coverage, we went for it. EE have demonstrated that they have the best 4G network and have really capitalised on their headstart. In most areas of the UK, EE have the best 4G coverage and our customers were telling us that."

The power of partnership

Cellhire was one of the first companies to sign up to the EE Seller partner programme and the collaboration began from day one. "The EE channel and wholesale teams were really easy to work with. It was clear they were committed to bringing partners on board and we felt they really wanted to work with us. That's important in any partnership," says Matt. "They had us up and running very quickly and because they'd taken the time to understand our business, EE was able to add value very quickly, which ultimately is why we wanted to partner with them."

Cellhire EE revenue has increased by 303% when you compare June 2016 to June 2017.

EE case study

Throughout the process, Cellhire were impressed by EE's responsive and collaborative approach. Feedback was welcomed and acted on, advice about how to improve the process was implemented and issues were quickly resolved. And since signing on the dotted line, business at Cellhire is booming. The company recorded its best ever financial year in 2016. And the forecast for 2017 looks even better as Cellhire EE revenue has increased by 303%, when you compare June 2016 to June 2017.

Our partnership means Cellhire can now offer a portfolio of EE voice and data products and services. Since becoming an EE partner, Cellhire has seen a huge rise in sales of large bundles of data – 16Gb, 32Gb and 64Gb – to its customer base. But it's the addition of EE's 4G that has really made a difference, helping Cellhire to improve customer satisfaction, win new business, grow income and increase profits. Customer demand for EE solutions has been strong. Over the length of the partnership, the number of EE mobile connections Cellhire have with customers has grown to nearly 6,000.

The financial reward has been significant but Cellhire recognise that there are other benefits of being an EE partner. Matt says, "EE has supported us in a multitude of ways. For example, they've provided additional funding to help us close a deal. Having access to EE's expertise and wealth of knowledge gives us another string to our bow, and differentiates us from the competition. EE is a strong brand and, from a marketing point of view, our association with them has improved our credibility and helped us to maintain and win business from existing customers and reach out to new prospects."

Looking to the future

In 2017, Cellhire will be celebrating 30 years of innovation and Matt says it's good to be working with a like-minded partner. Now that EE is part the BT Group, Matt is looking forward to the opportunities this will inevitably bring.

"Partnering with EE has allowed us to further expand our portfolio, grow our market share, increase revenue and improve customer satisfaction because we're giving our customers exactly what they want – better connectivity and excellent coverage with 4G," says Matt. "Even better we know that in EE, we have the long-term support of a strategic partner we can rely on to help us take the business to even greater heights."

 **The EE channel and wholesale teams were really easy to work with. They had us up and running in no time and because they'd taken the time to understand our business, EE was able to add value very quickly.**³³

Matt Bennett, UK managing director, Cellhire

 **Having access to EE's expertise and wealth of knowledge gives us another string to our bow, and differentiates us from the competition.**³³

Matt Bennett, UK managing director, Cellhire

Get in touch

For more information please visit ee.co.uk/indirectpartners or contact your account manager.

To learn more about Cellhire please go to: www.cellhire.co.uk/

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We go further to give customers 4G in more places than any other UK network.

Mobile only. 4G speeds depend on location, number of users and plan. 4G only available on EE plans. Check your coverage at ee.co.uk/coverage. Compatible device required. **4G IN MORE PLACES THAN ANY OTHER UK NETWORK:** Based on results from the RootMetrics® UK RootScore® Report: H2 (Jul – Dec 2016). Tested at locations across the UK with the best commercially available smartphones on 4 national mobile networks across all available network types, conducting over 33K randomly sampled test cycles. EE tests carried out using 4GEE Max tariff with uncapped speeds. Your experiences may vary. The RootMetrics award is not an endorsement of EE. Visit ROOTMETRICS.CO.UK for more details.

