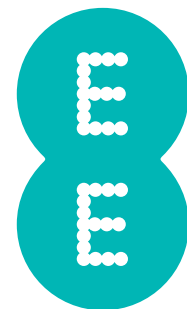


SMOKING ROCKET

SHARPENING SALES AND CUSTOMER SERVICE



Combining EE WiFi Calling and Pocket Landline generates 10 per cent extra business for digital agency

Customer's challenge

A trailblazer in website design and online marketing, Smoking Rocket originally started in Aylesbury and has now opened a new London office in Shoreditch. Switching to EE played a key role.

"With our previous provider the mobile signal was patchy and would often drop out when visiting clients or travelling," says owner, Barry Titmus. "Frustrated customers left voicemails or, worse, just hung up. This hurt in terms of customer service and lost sales."

Our solution

Now Smoking Rocket employees can always make and take calls, enabling them to increase business opportunities and improve customer service.


Pocket Landline from EE, provides a fixed line number that diverts straight to their mobiles. So, Smoking Rocket keeps the credibility of an office landline number and always looks professional to its customers everywhere.

"EE offered better coverage with no hidden surprises on our bills," says Barry. "It's totally seamless. Every call comes through to our mobiles, so we're always within reach for new or existing customers."

In addition to Pocket Landline, the EE WiFi Calling service means Smoking Rocket staff can now do business as usual in patchy signal areas. With no app to download, they can call, text and receive calls as normal wherever there's wireless coverage.

Seizing every business enquiry

Before, business was silently leaking away.

 **Once calls go to voicemail, invariably you've already lost the work. When you call the customer back they've done another search and spoken to someone else. 🚫**



Barry Titmus, Owner, Smoking Rocket

Now, Smoking Rocket never misses a business opportunity. The team can use public WiFi, for example on the London Underground or in a coffee shop. When working on site they simply hook up to their customer's wireless network.

4GEE at work case study

"About one in every four calls is a fresh enquiry and the customer always gets through first time," says Barry. "The other calls tend to relate to current projects and we usually sort things out on the spot. So, we no longer come back to loads of voicemails and emails."

"Moving to EE was a no-brainer and a real game-changer," Barry concludes. "Sales are at least 10 per cent up and we're able to offer a more responsive service that sets us apart from our rivals."

 **Moving to EE was a no-brainer and a real game-changer. Sales are at least 10 per cent up and we're able to offer a more responsive service that sets us apart from our rivals.** 

Barry Titmus, Owner, Smoking Rocket

Get in touch

For more information on 4GEE from EE visit:
<http://ee.co.uk/business/small/wifi-calling>

To learn more about Smoking Rocket please go to:
www.smokingrocket.co.uk

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The UK's biggest and fastest overall network

The services described in this publication are subject to availability and may be modified from time to time. EE 4G coverage available to over 87 per cent of the UK population and growing – check it out at www.ee.co.uk. Biggest & Fastest overall network: Based on RootMetrics® UK RootScore® Report for mobile performance as tested on best available plans and devices on 4 mobile networks across all available network types (Jul-Dec 2014). The RootMetrics award is not an endorsement of EE. Your results may vary. Visit rootmetrics.co.uk for details. Services and equipment are provided subject to EE standard terms and conditions. Nothing in this publication forms or implies any part of any contract.

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