

4G Business Examples

These are examples of how Vodafone customers could use 4G

Note: These are not real customers



Instant sharing

An office furniture company carries out workstation assessments at a customer's workplace

What 4G does

- Using a 4G tablet the salesperson enters equipment specifications into an Excel spreadsheet via the Microsoft Office app. These details are then summarised in a PowerPoint proposal for the customer

The benefit of using 4G

- The proposal can be reviewed onsite and changes discussed with the customer immediately
- Assessments, amendments and signed confirmation emailed instantly
- Improves customer service and leads to faster decision making



Work schedules made easy

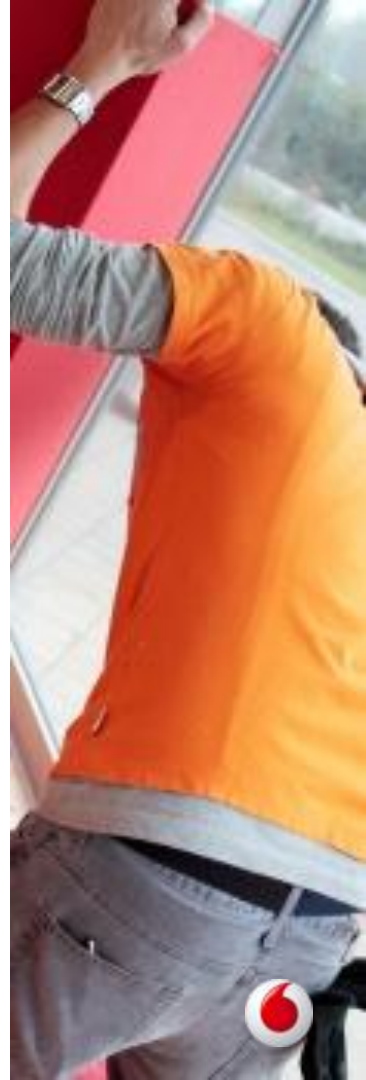
A small shop fitting company was wasting hours each week organising daily schedules for its field staff

What 4G does

- Equipping their fitters and salespeople with 4G-enabled smartphones provides everyone an instant, real-time view of the company's shared calendar, regardless of location

The benefit of using 4G

- Makes it easier to reroute a fitter or sales employee if a customer suddenly cancels a meeting or places an urgent order
- Time savings allow fitters to spend more time with customers and complete more installations
- Centralised database of employees' calendars allows management a singular view of weekly operations



Faster retail

A hardware store wants to connect its mobile card readers, laptops and tablets without installing fixed broadband

What 4G does

- Using 4G mobile Wi-Fi the retailer can take speedy payment from customers throughout the store, as well as access YouTube and help sites on their tablets to answer difficult customer questions

The benefit of using 4G

- Customer questions are answered quickly in store, helping secure sales first time
- Payments are taken there and then, reducing checkout queues
- Staff can be wherever they're needed, with the tools they need at their fingertips



Quick quoting

A plumber visits a customer's house to fix a leaking shower

What 4G does

- The plumber realises he doesn't have the part he needs in the van, so uses a 4G smartphone to look up the part number online

The benefit of using 4G

- Provides the customer with an instant quote and delivery date
- Avoids wasted trips to suppliers, allowing the plumber to take on more jobs



Faster salespeople

An office supply company needs to send regular updates to its sales team as they're out on the road

What 4G does

- Salespeople download product specifications onsite via a 4G device to confirm they meet the customer needs. They can then access the company ordering system via VPN to place orders and apply discounts

The benefit of using 4G

- Customer orders can be fulfilled quickly, accurately and transparently
- Time spent in the office processing orders is reduced significantly
- It frees salespeople to spend more time selling, less time in administration



Instant and transparent listings

An estate agent visits a customer to confirm the details of a new house sale

What 4G does

- The agent takes photos on their 4G smartphone and agrees with the client which photos to use. They then upload these over the 4G network directly to the company website and input the property details

The benefit of using 4G

- The property is listed instantly, no need wait until returning to the office
- Vendor checks, amends and agrees the details face to face
- Shows the agent to be fast, responsive and transparent



Remote working as a team

Working on a new business pitch, an advertising agency is with a client, the creative director is working from home. Only the designer is in the office

What 4G does

- Microsoft Office 365 helps the trio to collaborate, editing the proposal document together in real-time using their 4G smartphones and 4G internet dongles with their laptops. Microsoft Lync multi-person HD video calling over 4G allows them to discuss 'face to face', so they can quickly agree details

The benefit of using 4G

- Allows virtual teams to be created regardless of location
- Enables the pitch team to quickly bring in specialists
- Flexible communications options – mobile, email, video and Instant Messenger, combined with Presence, ensure no one is out of reach



Cloud storage

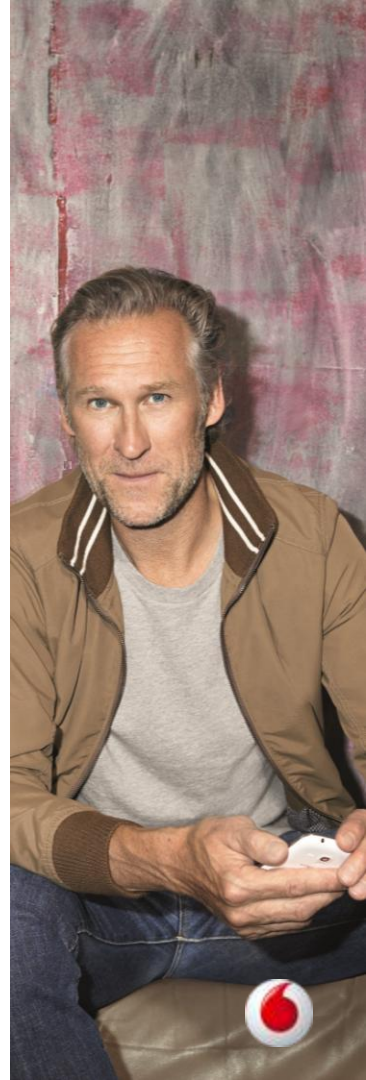
An architect meets with a client to discuss project progress

What 4G does

- Provides mobile access to a library of previous and current plans, held on a cloud-storage application and viewed via a 4G-enabled smartphone or tablet

The benefit of using 4G

- Faster connectivity speeds allows immediate access to content
- Improves interaction with customer, with more immediate feedback and project alterations
- Ensures the latest versions can be updated on the fly



Richer content

A newly-engaged couple want to discuss ideas with a wedding planner

What 4G does

- Allows the wedding planner to stream video and photographic content through a 4G-enabled tablet or smartphone

The benefit of using 4G

- Delivers more inspiring customer presentations
- Stimulates discussion and creates more immediate feedback
- Immediate access to HD-quality audio visual content

