

**Mobile email: are you quick enough
to keep hold of customers?**

A Vodafone White Paper

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Survival of the fastest

Mobile email could be the key tool in a new way of working. The latest research suggests a new set of rules apply for businesses in 2009/10 - with an increasingly urgent emphasis on an accelerating speed of customer service.

Now more than ever, it seems there is major competitive advantage to be gained from implementing mobile working and reacting quickly to customer needs and requests.

Business owners reported that lost new business opportunities cost them an average of £21,993 – an increase from £18,840 in 2008 – which equates to £38.3 billion in potential business that will simply never happen*.

Of course, as far as customers are concerned, getting service 'now' has always been good.

But in an economic downturn, it's fast becoming critical.

A changing reality

Commissioned by Vodafone and carried out by Opinion Matters, the 2009 Critical Response Time Index reflects this changing reality quite dramatically with the number of businesses expecting a response within one hour rising by a fifth in the last year to 28%. 18% of MDs now expect an email response to a new business enquiry in just ten minutes. Interestingly, 55% more large organisations (251-1,000 employees) said faster email responses were more important than ever – the largest increase on last year's results. Goodwill is also a rapidly dwindling commodity with 36% of decision makers saying they would go elsewhere immediately if their response expectations were not met.

Of course, responsiveness has always been important in business but it's continuing to rise up the corporate agenda. That's good news for suppliers because it means they can do exceptionally well if they adapt and evolve to meet or even exceed those rising expectations.

The key is to react quickly - wherever and whenever opportunity presents itself.

Moving forward with mobile working

The elevated importance that customers are placing on responsiveness this year is driving a widespread uptake of mobile working practices.

With 9 out of 10 businesses actively seeking out suppliers who they know are enabled to work remotely, it is perhaps no surprise that increased investment in mobile working solutions is four times more likely than in the comparable period last year.

In fact, 21% of companies said they have increased investment in mobile working solutions compared to 5% who have decreased spend. One in five businesses have actively encouraged employees to work from home on occasion to save office overheads and 15% have encouraged workers to stay at home to save them money on commuting.

Many are also protecting their mission-critical mobility with managed services such as those from Vodafone which offers expertise in device and network support for mobile email solutions. Vodafone's services have been designed to give customers the confidence that their mobile solution will be available, secure and supported, without adding to the burden of the IT manager.

Peace of mind comes with AntiVirus and personal firewall protection. Plus, remote set-up, remote lock and wipe and management and maintenance of end users' smartphones will help save time and expense.

For forward-thinking companies making such a move to mobile working, their investment is likely to yield rapid returns – 39% of businesses said they had already seen cost savings.

Mobile working helps, not just because it puts the tools for people to respond in their hands, but because it makes for happier, more engaged employees and results in cost savings that can be reinvested to focus on the customer in other ways.

Vodafone and mobile email

Vodafone understands that businesses are different. With that in mind, we have mobile email solutions to meet your needs. No one has more experience than Vodafone when it comes to mobile email for business: more business customers use our reliable and trustworthy network than any other provider in the UK. Vodafone offers unique and comprehensive support. From design and deployment to ensuring that you remain operational and secure, we can help with our experienced team and expert technical support.

BlackBerry® Enterprise Solution

The market leading email solution that is secure and scalable with a trusted track record. Deployment is simple and management features simplify its administration.

BlackBerry® Professional Software

Designed for businesses with fewer mobile email users, it offers low set-up costs and easy deployment, with all the benefits of BlackBerry.

Microsoft® Outlook Mobile® from Vodafone

The powerful, flexible, low-cost solution for mobile email with the familiar and intuitive Outlook experience.

Executive summary

Now more than ever, customers are placing a premium on speed of response and exceptional customer service. Mobile email – and the mobile working practices which it makes possible – boosts corporate agility and makes it possible to service customers whenever and wherever they need help. These new realities are reflected both in the latest research and in the continuing spread of mobile working practices across a range of industry sectors.

Find out more

Learn how mobile email solutions can empower your mobile professionals and improve your organisation's competitive edge.

Existing customers

Up to 49 connections on your contract? Call 191 from your mobile or 08700 700 191 from a landline.

More than 49 connections on your contract? Call 08700 746 464 from your company mobile.

Thinking of joining Vodafone?

Want up to 49 connections on your contract? Call us on 08080 600 802.

Want more than 49 connections on your contract? Call us on 0845 833 9710.

Our lines are open from 8am-9pm Monday to Friday. 9am-6pm Saturday and Sunday. We sometimes monitor calls to help improve our service.

*All references to: Vodafone Critical Response Time Index, 2009. Commissioned annually by Vodafone UK and carried out by Opinion Matters.

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