O₂ Blue Door Awards

2019

O₂ business

Congratulations!

Connectivity – and the benefits it brings to UK businesses – was the central theme at the 2019 Blue Door Conference, so it was very inspiring to end the event by celebrating the success of our Blue Door Awards winners.

From improving the customer experience, enhancing employee engagement and better supplier management, to giving back to the community, the winners show what's possible when businesses put outcomes first – and we'd like to congratulate them again on leading the way in their approach to connectivity.

Katy Liddell,
Director of Business Sales & Service, O₂

Transforming the insurance claims process for customers

Oakleafe Claims
Using digital connectivity to improve customer satisfaction
Winner – SMB

Insurance claim assessor, Oakleafe Claims, has developed an innovative cloud-based system to capture all the documents relevant to fire, flood and other claims. The solution is supported by mobile connectivity and gives policyholders end-to-end transparency of all particulars relating to their claim, while dramatically speeding up the time it takes to manage them.

Oakleafe Claims is a family company which manages insurance claims on behalf of people and businesses. They assess damage and negotiate claims with insurance companies to ensure policyholders get the settlements they are entitled to. The company's loss assessors often work remotely from the sites of fires, floods and storms.

The challenge: enhancing the customer experience whilst maintaining compliance

Oakleafe Claims wanted to improve the claims experience for its policyholders who were usually the last to know about claim circumstances, with insurance companies keeping them in the dark about what they had discovered. Any system Oakleafe developed had to suit the needs of loss assessors working remotely, while meeting the needs of stakeholders and being compatible with data laws and FCA requirements. No existing system met their needs and the industry doubted that it could be done.

The solution: a cloud-based platform supported by digital connectivity

Oakleafe developed a comprehensive online digital platform to house all the photos, documents, policies and communications relating to each claim in one place. These can be uploaded instantly via mobile and time-stamped. The system was developed from scratch and is bespoke: modern PHP code allows integration with new features and other hardware. The platform is fully regulatory compliant. All parties in the claims process

have relevant visibility, through a system of public and private permissions. By going cloud-based and using O₂ mobile devices with 4G, there was no need to house and maintain expensive hardware that would have been dependent on the speed of landline internet connections.

The outcome: improved customer satisfaction and employee productivity

The platform has been a game-changer for customers and for Oakleafe. The claim cycle and lost communication time has been cut by half, reducing inconvenience for customers and minimising their stress levels, which can be very high after a fire or flood. This pleases insurers, who are now seen as looking after their policyholders properly. Oakleafe's productivity has increased, with employees now managing 40.74 claims per month, instead of the 25 they were averaging before – and calls to office have reduced by 37%.

Stimulating digital innovation to enhance the customer experience

Northumbrian Water Group
Using digital connectivity to improve customer satisfaction
Winner – Enterprise

Northumbrian Water Group has adopted an innovation culture to transform the provision of water and waste water services. By harnessing unified communications, cloud, machine learning, AI and integrated services from O₂, it has improved efficiencies and developed powerful new ways of working and communicating.

Northumbrian Water Group is setting out to be the most digital water company in the world. The group provides UK-critical national infrastructure and has employees in the field as well as water treatment stations in some of the most remote locations. A reliable secure digital network with advanced technology is vital to delivering stable services now and into the future.

The challenge: a stable network to underpin innovation

To deliver Northumbrian Water Group's ambition, their MPLS wide area network had to be able to support more services and be faster and more resilient than their previous network – for example, they wanted to be able to use smart technologies like IoT sensors coupled with AI and machine learning to detect and predict leaks. Northumbrian Water Group also had to have confidence that the mobile platform would enable their 2,000 field-based workforce to communicate effectively with customers and process their work whilst travelling. They also wanted better fixed-line services in their call centres to improve customer satisfaction.

The solution: a multi-tower of services designed precisely for their needs

In partnership with O₂, Northumbrian Water Group has adopted a range of key services providing powerful connectivity, including in challenging rural environments. The MPLS wide area network connecting their 140 water treatment and sewerage sites has increased bandwidth and resilience, with 4G back-up at more difficult locations. A combination of complex 3G/4G macro cell installations and multiple micro cell and boost boxes enables workers in remote locations to have a full suite of mobile services and applications. The organisation is also moving key services to the Cloud, increasing their resilience and their ability to flex on demand.

The outcome: better customer experiences and improved resilience

Northumbrian Water Group now has powerful technology, enabling them to lead the way in customer experience and provide innovative services in the future. Field employees receive data-rich, intuitive user experiences, empowering them to complete work effectively first time and satisfy customers. Customer care and billing teams can now provide a great experience to four million customers with new, more stable fixed voice services, and resilience of supply is secured in some of the most challenging rural environments.

A range of connectivity solutions connect operators to assets, ensuring they receive real-time insights to better predict and respond to incidents.

Connecting dispersed employees

ISS UK Ltd
Engaging employees with better digital connectivity
Highly commended

Leading provider of facility services, ISS UK Ltd, were highly commended for their mobile connectivity solution for their workforce, who operate in settings from hospitals to building sites. The results were a big improvement to customer service, and greater staff engagement.

"These O₂ services are helping us to take one step nearer to our stated aim of becoming the world's greatest service organisation."

Will Cohen, Group IT Director, ISS UK

With a team of nearly 50,000 employees in the UK and over 530,000 in 77 countries, ISS provides a full range of facility management services for hundreds of UK companies – office and hospital cleaning, catering and landscaping, security, damage recovery, food and hospitality and hotel and leisure. A working, secure, and fully managed mobile device resource is therefore critical.

The challenge: keeping employees connected, wherever they are working

ISS needed to improve efficiency to deliver the highest level of customer service – and give employees the tools to be able to connect, wherever they are located. This was not just for calls and texts, but also through handheld devices for specific purposes that would enable job information to be relayed, updated and reported back in real time.

The solution: management for mobile devices

The solution is a fully-managed Mobile Device Management (MDM) platform and logistics for 5,000 devices including O₂'s latest mobile security offering – a key area given today's increased risk of cyber-attack. In partnership with O₂, ISS also developed a new handheld digital solution for their mobile field force of remote engineers. This allows job information to be delivered quickly and in a more streamlined way, enabling field engineers to update their work status in real time.

The outcomes: a better experience for employees – and for customers

ISS employees can now respond rapidly to customer needs, updating policies faster and more efficiently in a controlled, secure and managed environment. ISS also has more control, freeing up IT resources and reducing hardware device costs. The result – a significantly enhanced employee and customer user experience.

Recruiting workers for the 2020s

Hercules Construction
Engaging employees with better digital connectivity
Winner

Hercules Site Services, who provide skilled labour to the construction industry, are launching a mobile app designed to improve the recruitment process. Although the app is still very new, there has already been excellent uptake and the time savings are substantial.

Hercules Site Services provide an extensive and highly dedicated workforce of specialists across the construction industry. Given the amount of planned major infrastructure projects and pipeline of work over the coming years, a significant amount of new skilled construction labour will be required.

The challenge: overcoming inflexible recruitment processes

Hercules need to find ways to combat the labour shortage created by an ageing workforce and aggravated by the uncertainty surrounding Brexit. Young people are not choosing a career in construction as it is seen as non-inclusive. This is compounded by the fact that construction recruitment is bureaucratic and inflexible, with paper documentation, form-filling and back-and-forth phone calls spread over a number of days.

The solution: an easy-to-use mobile app

Hercules is working with O₂ Business to launch an industry-first mobile app designed to tackle the recruitment problems facing the construction industry giving potential recruits the flexibility to apply for jobs and provide the appropriate information and backup documentation in their own time. The app has been co-created with its recruitment and operations teams to ensure it meets the needs of workers on site and can be integrated smoothly into existing processes and systems. Focusing on skills-matched, location-based recruiting, the app allows users to see jobs that are relevant to them and match their qualifications after a simple two-minute registration process.

The outcome: a transformational tool

Although the app has only recently been released – through word of mouth there have been over 100 registrations from users across the country. Hercules is already planning further developments of the app as an HR tool and as a tool for data analysis, timesheet approval and project cost information for clients. They are also exploring how to use insights from the app to identify skills gaps by geography and resolve them. Hercules plan to recruit at least 50% of their workforce through the app by 2021.

Viewing patient records securely

Worcestershire Health and Care NHS Trust
Integrating suppliers through digital connectivity
Winner

Worcestershire Health and Care NHS Trust wanted to integrate all their electronic patient records to improve clinical decision-making without putting information security at risk. The solution – an integration engine – has already resulted in savings of 800 hours or more than £20,000 a year.

Patient records are held electronically within Worcestershire Health and Care NHS Trust and partners in the community, such as social care and hospitals. It is a key part of the NHS Long Term plan to share information in a secure yet easily accessible way, so that clinicians and other key care providers can see all the treatment an individual has received. EVIE was designed to be available for use and modification by other Trusts.

The challenge: disparate systems

While patient data is held on electronic patient records, many NHS and social care information systems are disparate and there is no uniformity or cohesion. Worcestershire Health and Care NHS Trust were concerned by how time-consuming, expensive and prone to error it was to share information. The Trust had to be sure that any solution provided a secure interface between the multiple health and care systems across Worcestershire while reflecting their commitment to data security and patient care.

The solution: an integration engine

Thanks to funding from NHS Digital as part of the Global Digital Exemplar Programme, the Trust was able to develop EVIE (Electronic View for Interoperable Exchange). EVIE surfaces data directly from patient records, giving clinicians information they were previously unable to view as part of the clinical record, whilst complying with data protection and governance regulations. The system also facilitates the scanning, storage and accessibility of documentation that is linked to patient records.

The outcome: timely, informed decisions about patient care

GPs and other NHS staff now have seamless access to relevant, clinically-rich patient data presented by EVIE, enabling timely, informed decisions about patient care. Before EVIE was introduced, approximately 1,600 hours per year were spent asking community staff for patient information. The Trust has already reduced the time spent by Clinicians as EVIE becomes more widely used. Trusts outside Worcestershire are starting to, and others have expressed interest in using the integration platform on which EVIE is built, thus repaying NHS Digital's and the Trust's investment.

NHS Digital

Accessing patient records on the move

NHS Digital
Delivering business value through the
connectivity value chain
Winner – Enterprise

**Technicians at the London Ambulance
Service now have live access to patients'
medical history on iPads, enabling
them to triage and treat people at the
roadside following the successful pilot
they collaborated on with NHS Digital.
The service is already seeing improved
patient care and a reduction in the
number of unnecessary A&E visits.**

A patient's Summary Care Record (SCR) is held on
the NHS National Spine and contains a summary of a
patient's medical history provided by their GP. However,
access to this information, prior to this pilot, was limited
to authorised personnel directly connected to HSCN
infrastructure, which ultimately meant accessing via
a desktop PC with a Smartcard reader.

The challenge: secure mobile access

London Ambulance Service wanted its technicians to
have access to a summary of patient records via the
internet on iPads, regardless of the time of day or their
location. It was essential that the solution delivered
the same level of security that was being provided
by Smartcard technology on non-mobile devices.

The solution: authentication through biometrics

NHS Digital, in partnership with London Ambulance
Service, have built a mobile app that provides secure
authentication and access to patient records through
Spine. The app, which continues to be piloted,
authenticates ambulance technicians quickly and
securely using fingertip or facial recognition. Significant
time has been invested in user-centred design, with
observations and iterative prototyping and the app
has been developed in consultation with Apple. As a
result, the app is highly intuitive and minimal training
is required in order to use it. Technicians in the pilot
can now view patient records live yet securely, without
the need for a desktop connection or Smartcard.
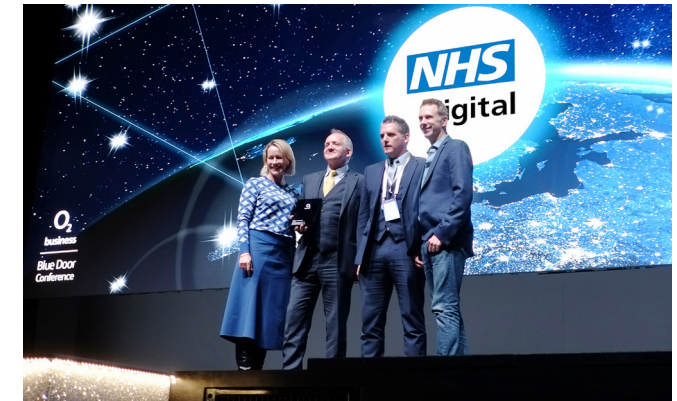
The outcome: improved efficiency, fewer medication errors, better care

Being able to access vital medical history on mobile
devices has enabled ambulance technicians to triage and
treat people at their location based on live information
from their Summary Care Record. The app has had an
immediate impact – during the very first shift, three
patients didn't need to go to hospital as technicians had
access to allergy information at the time of treatment.
Ambulance technicians are now much more efficient –
leading to a reduction in hospital admissions, which has
freed up time spent by A&E staff in admitting patients.
Significantly, there have been no information security
incidents. After the pilot, the app is expected to be
rolled out across all 4,500 ambulance technicians in
London. NHS Digital is now exploring whether to extend
it to other ambulance trusts and authorised healthcare
professionals, such as pharmacists and dentists.

Delivering real-time allergen information for restaurant customers

NT Assure
Giving back to the community through digital connectivity
Winner – SMB

Food safety consultancy NT Assure has developed a mobile app to provide consumers with easy-to-access allergen information to help them stay safe whilst eating out. Dinepilot is a multi-company platform that combines data from different chain restaurants, cafés and food retailers, in order to put trusted food information in the hands of customers.

It is estimated that around two per cent of adults, and five to eight per cent of children in the UK have a serious food allergy, and over the past few years, several high-profile cases have underlined the life-threatening nature of severe allergic reactions. There is also increased consumer awareness around food intolerances, and the number of vegetarian and vegan consumers is rising.

The challenge: boosting consumer confidence

Eating out can be a high-risk activity for allergy sufferers. Many restaurants rely on weighty, printed allergen folders that can make people with allergies feel unnecessarily self-conscious. NT Assure saw an opportunity to develop a discreet solution which would satisfy customers' needs for trusted up-to-date information that complies with UK food safety legislation.

The solution: an intuitive multi-restaurant app

Dinepilot provides validated, real-time information that enables users to search for foods and restaurants that meet their dietary requirements. Many well-known restaurants, cafés and retailers have come together on the platform to provide a safer and less stressful dining experience for the general public. The result is a scalable solution that offers consumers instant allergen information when deciding where to eat out.

The outcome: reduced risk

It is early days for the Dinepilot and measurement is still ongoing – however research tells us that a digital solution can reduce guest complaints on average by 30%. Although the main focus of the app is on reducing risk to serious allergy sufferers, the content has been expanded to cover food hygiene ratings and nutritional information. This will provide consumers with even more information to help them make informed choices about eating out.

Developing a smartphone for people with sight loss

RNIB
Giving back to the community through digital connectivity
Winner – Enterprise

The Royal National Institute of Blind People (RNIB) – working with O₂ – has developed In Your Pocket, a truly accessible voice-controlled smartphone, digital assistant and media device that helps ensure people with sight loss are included in our increasingly digital society.

More than two million people in the UK are affected by sightloss, and until recently, it has been difficult for anyone with a visual impairment (VI) to access real-time content online. RNIB collected feedback from blind and partially sighted people and found that mainstream mobiles and apps were not meeting their needs.

The challenge: inclusivity in the digital world

As connectivity shapes our interactions with the world, it's vital that people with disabilities are not excluded or left behind. Although the accessibility functions of smartphones improve each year, the advances have not gone far enough for blind or partially sighted people. RNIB, which champions a 'digital by default' approach to supporting the VI community, wanted to create a device to help people with sight loss enjoy the simple pleasure of reading books or newspapers. Access to these materials usually relies on customised large-print versions or digital audio recordings, but neither of these formats enables spontaneous reading of real-time content.

The solution: a comprehensive communication tool

RNIB worked with O₂ and software developer RealThing, to create the first intelligent mobile device specifically designed for blind or partially sighted people. With its simple interface, In Your Pocket looks like a basic mobile, but is in fact a comprehensive communication tool that uses voice-controlled technology based on an advanced AI platform. It also supports Be My Eyes – a free app that connects blind and partially sighted people with sighted volunteers for visual assistance via live video calls. Plans are underway to incorporate waypoints navigation and magnifier tools, and thanks to a user-centred design approach that gathers feedback from devices, individual users will influence future capabilities.

The outcome: global recognition for innovation and mass adoption potential

In addition to global recognition for this innovation, and 1,000 people already using In Your Pocket, RNIB and O₂ plan to work with regional sight loss charities to increase uptake to around 20,000 users by the end of 2020.

Leveraging digital connectivity to create a more inclusive society

Leeds City Council
Giving back to the community through digital connectivity
Winner – Enterprise

Leeds Libraries are leading the City's 100% Digital Leeds campaign to ensure everyone in the city has the digital skills they need to live longer, healthier and happier lives. The programme includes the UK's largest and most ambitious tablet-lending scheme, with almost 300 iPads available for loan from the Library Service to organisations across Leeds.

Digital exclusion often affects people who are already at a disadvantage because of age, income, disability, unemployment or education. By working with over 120 community organisations, the Library Service has supported over 3,000 residents to get online and improve their digital skills.

The challenge: preventing digital exclusion

As more services move to digital platforms and the world becomes increasingly more connected, digital exclusion has the potential to increase disadvantage. Leeds Libraries set out to develop a solution that would increase digital inclusion and connectivity, while safeguarding user data.

The solution: sustainable, scalable and secure

Leeds Libraries worked with O₂ Business to develop a sustainable and scalable tablet-lending solution. The project built on learning from a pilot scheme in 2016, when the service developed a scheme to loan tablets to people with disabilities who struggled to access library services. While the programme improved accessibility and inclusion for those involved, it also highlighted the difficulties of running the scheme on a larger scale.

O₂ used these findings to ensure that all tablets in the new programme are registered and configured in the same way, with the most useful apps pre-loaded every time they are reset. A Mobile Device Management service also means that lost or stolen tablets can be wiped remotely, to ensure user data is kept secure.

The outcome: building capacity through

To date, the tablet lending scheme has lent over 600 iPads to 76 third-sector organisations, enabling them to run pilot projects to boost digital inclusivity among their service users, without having to find budget for connectivity. This maximises the scheme's capacity, reach and impact, and enables the organisations to measure the impact of their digital inclusion activities in order to seek further funding.

A number of other local authorities have visited Leeds to learn more about the tablet lending scheme with a view to implementing a similar approach to digital inclusion.