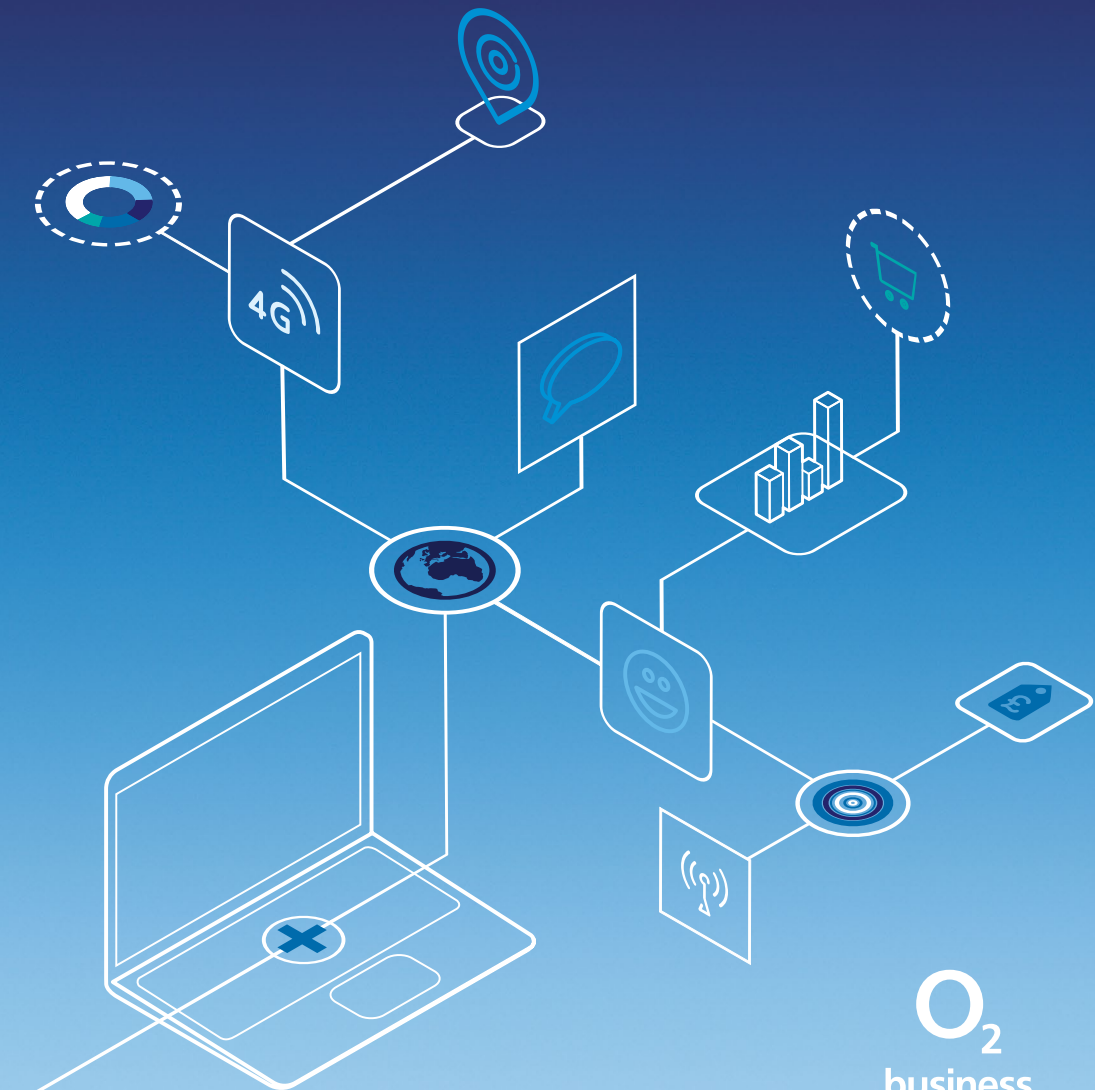
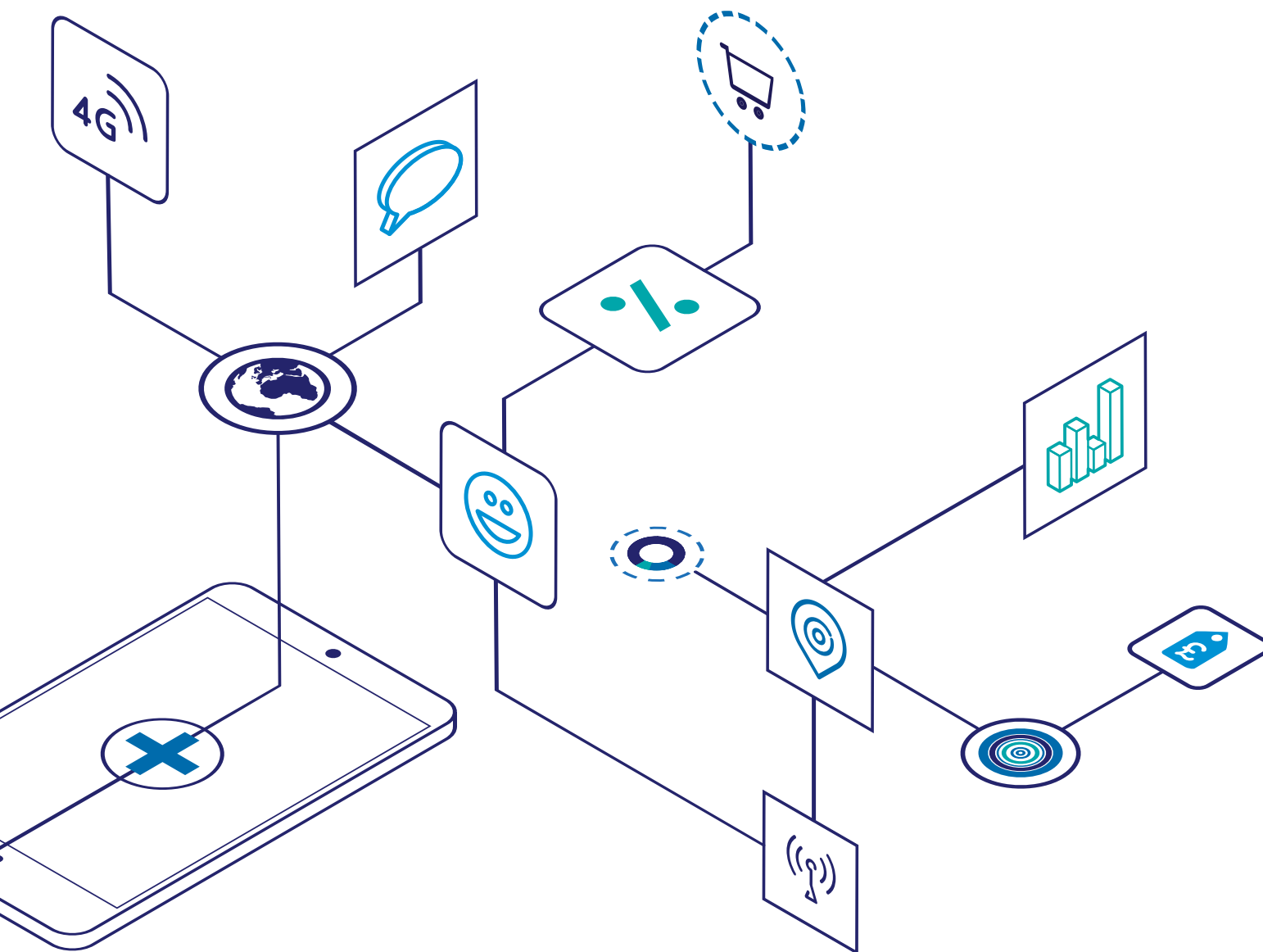


It all adds up

There's more to being an O₂ customer than
getting the right business services...



O₂
business



Think you know all
the benefits of being
an O₂ customer?

Think again.

We offer lots of services as standard, from dedicated Account Management and Customer Services to exclusive employee discounts and money off high street brands.

Here you'll find out about all the advantages which create a customer experience of real value.

A network you can rely on

How our network will support you

Trust in us and in our network. It's the heart of O₂, supporting 24 million customers and 450,000 businesses.

Which is why we have teams of people dedicated to ensuring we monitor its performance 24/7 – through our state of the art Service and Network Management Centres.

It's why our world-class intelligent network has the ability to remotely self-optimize – constantly making sure customers are getting the best experience they possibly can – in real time.

And it's why we understand every dropped call or failed data session – and use that insight to help us get it right next time.

We'll never stop improving. Over the past few years we've embarked on a £3bn network modernisation programme across the UK – completely upgrading our 2G and 3G networks and rolling out a brand new 4G network. We've already got the widest 2G coverage across the UK and we've committed to Ofcom that by the end of 2017 we'll provide indoor 4G coverage to 98% of the UK population, giving us the largest data network in the UK.

We're the first network operator to have CAS(T) certification (making us the most secure commercial mobile network operator) and we were given the Best Network Coverage award by uSwitch in 2014.¹

If you want to see how our network is performing where you are, we provide a mobile live network status checker at status.o2.co.uk.

And there's O₂ Wifi, which opens up thousands of hotspots for free and enables you to automatically connect in places you might not expect, such as the London Underground.

And finally there's TU Go, a free app that lets you use your O₂ number on smartphones, tablets and laptops through a wifi connection. So now, even when you're abroad, where's there's wifi there's a way.

All of this enables you to communicate with complete confidence.

Be in control

It's easy to keep track of your services

Keeping an eye on your account is important. We know that. And so we have Expense Manager, helping our customers control their mobile and landline costs. Then there's My O₂ Business, keeping all your information in one place, allowing customers to download and email bills, schedule reports or see usage and allowances.

These services put you in control. But we always have time to talk and will give you access to a UK-based Customer Services team, including an online Live Chat feature.

Whatever you need, we're here to help.

Spotlight on sustainability

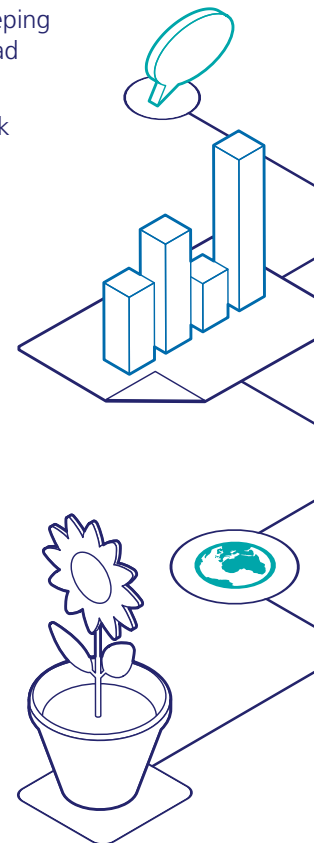
It's more than saving paper

Our business culture considers our impact on the planet. We work with employees, partners, communities and stakeholders who share our ambition for positive change. Our approach was commended in 2013 when we were given the Internal Engagement Sustainability Award by 2degrees.²

Our plan is to offer products and services that not only enrich lives, but also benefit the planet. Our technology can make life easier, safer and more productive. It can help businesses, their employees and even their customers discover smarter ways to work and how to reduce travel costs and waste.

We can help you by providing an eco-rating for every device you buy. And assist you in disposing of your old phones through O₂ Recycle, with the added bonus of supporting charitable causes.

We even have a dedicated sustainability team, known as Think Big, that have created the Think Big Blueprint which outlines 3 key goals and forty individual commitments to build a more sustainable future. Find out more at o2.co.uk/thinkbig/blueprint.



A great customer experience

Showing commitment to customers

Customer service is important to us. We don't take it for granted and we know what our customers expect. That's why we ensure our Account Managers work closely with customers to understand their goals and their industry.

Call our UK contact centres and you can be sure to get straight through to the right person, and get the right response.

They're all part of a bigger team, working as one with a common goal – to give our customers the best possible experience. And in 2014, for the 6th year running, we were ranked Number 1 Network for Customer Service Satisfaction by Ofcom.³

But even if you like the sound of our solutions, contemplating the migration process can still be daunting. We'll work with you to manage the entire transition, keeping it straightforward and hassle-free.

We deliver our services through a team of experienced project management, provisioning, implementation and service delivery experts. And, to protect you against downtime, our bespoke processes are tailored to address your needs to ensure the service is delivered on time and to the standard you expect.

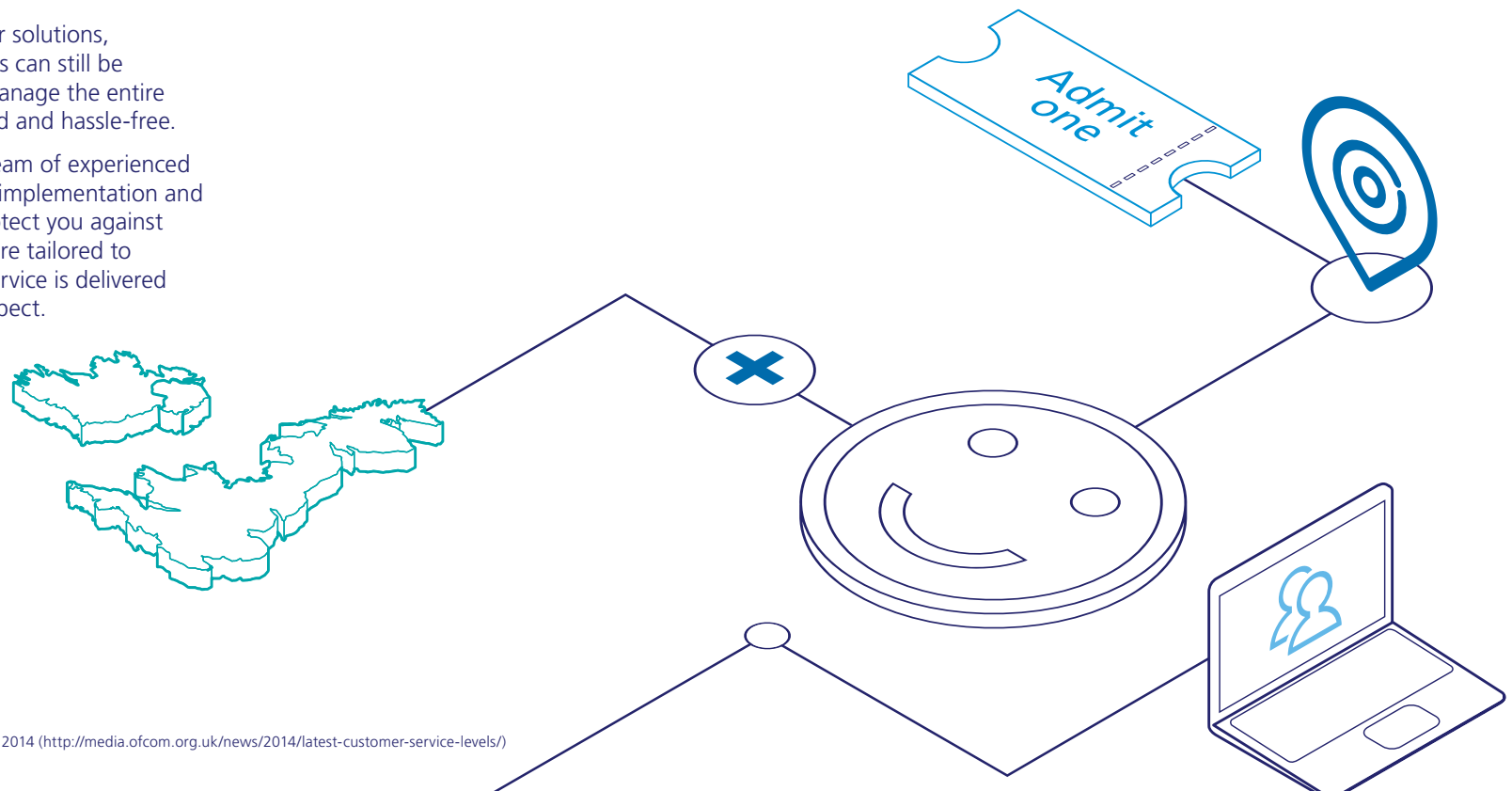
Give your employees more reasons to smile

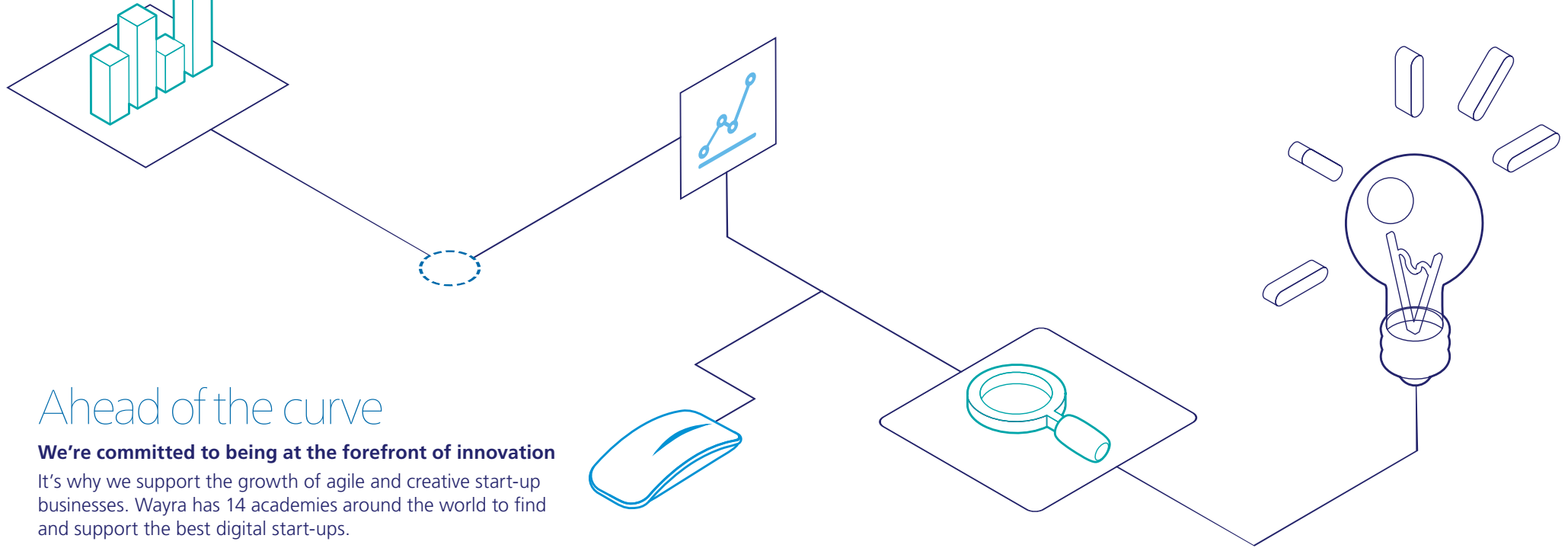
The bonuses you can expect from working with us

Happy employees are good for your business. That's why we've created a bunch of benefits to make them smile.

You can pass on advantages like O₂ Open, providing discounts on mobile contracts (for friends and family too). Or access advance tickets for the hottest gigs at any O₂ venue through O₂ Priority, currently the UK's largest digital loyalty programme. We've even taken O₂ Priority to the streets, delivering great offers from leading brands direct to the devices of our customers.

It's about giving people something that they'll really value.





Ahead of the curve

We're committed to being at the forefront of innovation

It's why we support the growth of agile and creative start-up businesses. Wayra has 14 academies around the world to find and support the best digital start-ups.

We have innovative products too, providing a range of end-to-end services. There's Smart Steps, which uses anonymised and aggregated mobile network data to produce powerful customer insight; O₂ Gateway, a new kind of network that integrates fixed, mobile and wifi on one platform owned and managed by us; and O₂ Priority, that gives people instant location-based discounts and promotions. We are recognised by industry analysts as a leader in M2M. And finally, we develop sector-specific propositions tailoring services to the demands of your industry.

We're not saying all of our ideas come to fruition or that they will prosper. We just believe innovation is important.

And we think it's important for our customers too. When it comes to convergence, digital transformation, customer engagement or whatever you're wrestling with, we're ready to help. We can join up your voice and data networks or help your people collaborate using the devices of their choice, harnessing the power of the cloud. We'll work with you to build flexibility into your contract, even creating a transformation fund that supports you as your business changes. Use it for consultancy, or for our products or services.

Whatever the approach, we're always looking to add value to you, your organisation and your customers. For us it's about meaningful innovation. Which means it's business as usual.

Two heads are better than one

By working together, we can do more

Technology supports change, but it takes people to deliver it.

We operate in sector-specific teams so you can feel confident that whoever is working with you understands your industry and the expectations of your customers and employees.

And the expertise doesn't end there. Business transformation. Customer engagement. Collaboration. Diversity. Sustainability. We have O₂ experts who can share best practice and experience on all those topics and more. Whatever challenges or opportunities your business faces, we can cover it.

We also ask our own employees for ideas. They helped us reorganise our Customer Service team to save £5 million a year and reduce our travel and electricity costs by 30%. We're sure we can help you find something extra for your business.

We can do this informally or in more structured environments like our Blue Door events, Innovation Workshops and Explore Sessions. Let's collaborate and work out how to do things better.

A helping hand

Some of the ways we can help might surprise you

It's important to us to be helpful so we can make a real difference to your business.

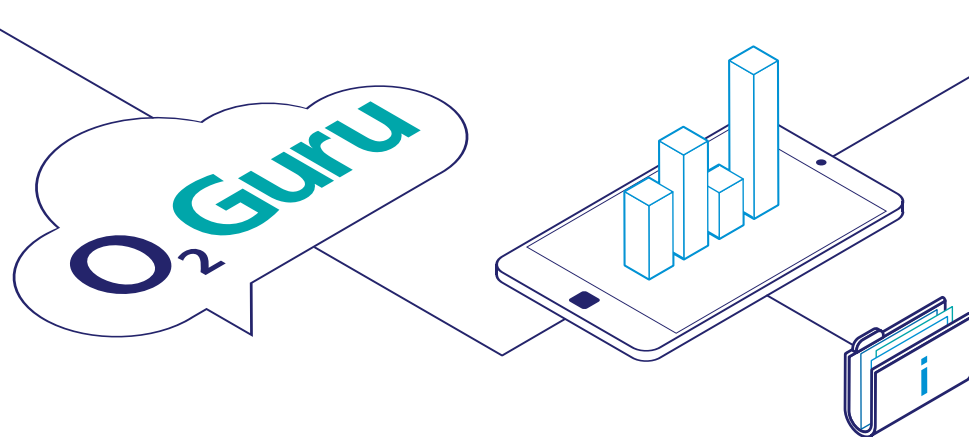
Did you know you can leverage Telefónica's buying power? The O₂ Deals Desk offers 'Open Book' pricing, giving you full transparency of all the costs.

We can help you stay connected around the world, even where GSM networks don't exist, with O₂ Rentals. We can offer you a satellite phone for the further-flung corners of the world and ordinary phones too. They can make up part of your business contingency plans.

Then you've got O₂ Gurus. They can advise on all sorts of things as an addition to the help you get from your Account contacts. They're ready and willing to offer free and friendly advice to you and your employees. Find them on the phone, on YouTube or in over 320 O₂ stores.

Or, what if an employee is leaving you but they want to keep their O₂ mobile number? Well, they can just take it with them – at no extra charge. It's called O₂ Convert.

At O₂, we think the little things make all the difference.



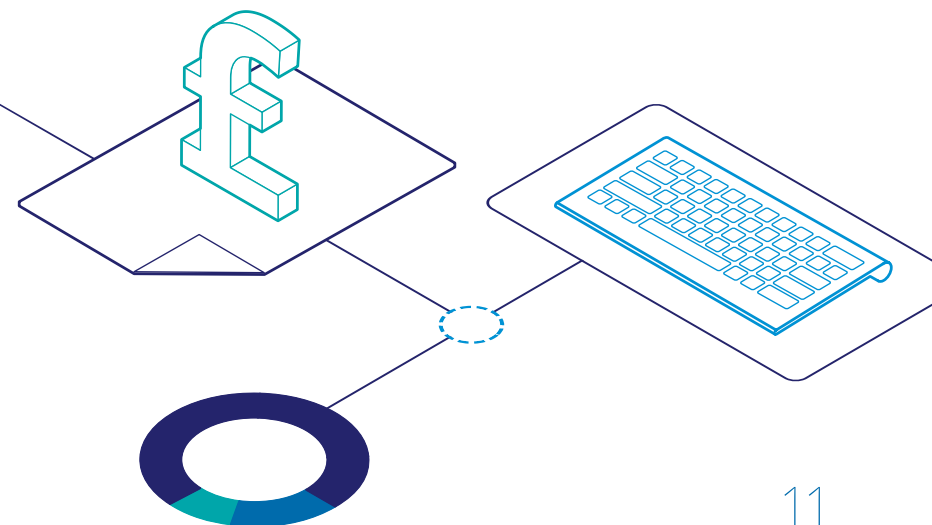
One supplier

Multiple benefits

As your provider, we want to make your life easier and the service better. So rather than watching our customers juggle lots of bills, we can help them reduce it to just one.

We now offer O₂ Gateway, which brings together our enterprise-class fixed, mobile and wifi networks into a single platform. One supplier end-to-end means easier management, quick deployment of services and just one place to source all your vital communications services. Cost savings are the cherry on the top.

Want to understand what we can help you with? Book an Explore Session with one of our specialists or start assessing what we can do for you now with our free communications audit.





Visit o2.co.uk/enterprise or call
01235 433507 to find out more

Telefonica

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