



Skip



Home

O₂





Play Video



Why O₂ in the Public Sector

Putting digital at the heart of
Public Sector organisations



Over 24 million customers

Find out more



Case
Studies

O2 for Passenger
Services

Find out more



O2 for Criminal Justice
and the Emergency
Services

Find out more



O2 for
Health

Find out more



O2 for Local
Government

Find out more



O2 for
Public Services

Find out more





Home



Previous



Next



Play Video



Why O₂ in the Public Sector

Get closer to citizens and communities

Create new ways to meet their needs and expectations through innovative digital services

Empower front line workers

Through smartphones, tablets and apps you can deliver better services, safely and more efficiently

Support agile working

Let your people work how, where and when they want to, thereby unlocking their productivity

Achieve your sustainability goals

Reduce travel costs and optimise the demand (and therefore need) for office space



Security is our #1 priority



A network you can rely on



Pressing all the right buttons



Delivering value through PSN frameworks



Our scale and digital expertise



Constantly thinking ahead



Building Britain's digital future



Home



Previous



Next



Play Video



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Pressing all the right buttons



Delivering value through PSN frameworks



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Constantly thinking ahead



Building Britain's digital future

Why O₂ in the Public Sector

Security is our #1 priority

O2 is the first mobile operator to achieve CAS(T) certification for mobile voice and data services

CAS(T) is a security standard defined by Her Majesty's Government – meaning our network is measured against a strict criteria

O2 is the only network that can guarantee our customers will meet the requirements of CAS(T) – as verified by independent auditors

Being CAS(T) certified means, our people, processes and systems are the most secure for any UK network as independently audited and certified by Government.

[Home](#)[Previous](#)[Next](#)[Play Video](#)

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Constantly thinking ahead



Building Britain's digital future

Why O₂ in the Public Sector

A network you can rely on

We're helping keep the UK moving, sharing and delivering with the very best network.

We won't stand for a less-than-brilliant network. So everything we do is about making yours faster, smarter and stronger. It's why we created TU Go, so you can call and text on your phone, tablet or laptop. And O2 Wifi, with thousands of hotspots all over the country.

It's already an award-winning network. And over the next 3 years we'll be investing £1.5 billion to keep it that way for you. That's £1.5 million every day, upgrading the 2G and 3G network and bringing 4G to even more places. In short, we won't let up until 98% of the UK population can get our calls, texts and 4G data, both indoors and out.

In fact, we've promised Ofcom that's exactly what we'll do. We haven't seen any other operator make a commitment like that.

In 2013 we also started working with Vodafone. They use some of our masts, we use some of theirs. We're not merging networks, just joining forces to give you better coverage across the UK. And it's nice to share.



Home



Previous



Next



Play Video



Security is our #1 priority



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Delivering value through
PSN frameworks



Our scale and digital expertise



Constantly thinking ahead



Building Britain's digital future

Why O₂ in the Public Sector

Pressing all the right buttons

Proven

We have three decades under our belt when it comes to building and operating mobile networks

Sustainable

We recycle more mobiles than any other mobile network operator in Europe

Smart

Our world-class Self Optimising Network knows instinctively how and where it can improve

Available

We're the only operator that has committed to delivering 98% of the population with indoor coverage by 2017



Home



Previous



Next



Play Video



Why O₂ in the Public Sector

Delivering value for the public sector via Frameworks

With O2, you can access our digital services easily and cost effectively through a variety of frameworks

Public Services Network (PSN) Framework

From tablets and apps to m2m connectivity and managed services, we hold positions on 7 out of 10 Lots on the PSN framework – so we can quickly get you up and running

Telephony Bridging Framework

We're present in both Lots in Telephony Bridging, which makes it simpler for you to upgrade your legacy infrastructure – with our catalogue available through the Government eMarketplace

G-Cloud Framework

Here we hold 4 lots which together support you in procuring digital products – ranging from analytics to cloud software – services delivered via the Digital Marketplace for fast deployment



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Pressing all the right buttons



Delivering value through PSN frameworks



Our scale and digital expertise



Constantly thinking ahead



Building Britain's digital future



Home



Previous



Next



Play Video



Security is our #1 priority



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Pressing all the right buttons



Delivering value through PSN frameworks



Our scale and digital expertise



Constantly thinking ahead



Building Britain's digital future

Why O₂ in the Public Sector

Our scale and digital expertise

Coverage

As well as the strongest voice coverage in the UK, by the end of 2017 we'll also have the largest data network

Creative tariffing

Our No.10 Tariff for the UK Public Sector helps you lower the costs of your digital services

Customer service

Our approach ranges from a dedicated Account Manager to exclusive employee benefits



Home



Previous



Next



Play Video



Security is our #1 priority



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Pressing all the right buttons



Delivering value through
PSN frameworks



Our scale and digital expertise



Constantly thinking ahead



Building Britain's digital future

Why O₂ in the Public Sector

Constantly thinking ahead

Our latest innovations include:

O2 Priority

Currently the UK's largest digital loyalty programme

O2 Gateway

That brings our fixed, mobile and Wi-Fi networks onto one platform



Home



Previous



Next



Play Video



Security is our #1 priority



A network you can rely on



Pressing all the right buttons



Delivering value through PSN frameworks



Our scale and digital expertise



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Building Britain's digital future

Why O₂ in the Public Sector Network modernisation – building Britain's digital future

We're modernising our 2G, 3G networks while rolling out 4G for broader data coverage

Investing around £2million in our network every day to deliver an improved customer experience

O2 is also right at the centre of 5G innovation, developing capabilities for the next generation



Home



Next



Play Video



O₂ for Passenger Services

Our purpose

To provide all the tools you need to keep passengers moving, and to make the journey as easy as possible from start to finish

Give your passengers
a great experience

Find out more



Smarter fleet
management

Find out more



Inspire your team's
productivity

Find out more



In
summary

Find out more





Home



Next



Play Video



O₂ for Passenger Services

Give your passengers a great experience

Customer engagement

With O2 Wi-Fi you can provide passengers with quick and easy access to a host of wireless services

Passenger dynamics

Our mobile data insights can help you better understand passenger habits and behaviours

Updated services

With bespoke apps, you can keep people up-to-date on their travel plans, thereby improving the user experience

Give your passengers
a great experience

Find out more



Smarter fleet
management

Find out more



Inspire your team's
productivity

Find out more



In
summary

Find out more





Home



Next



Play Video



O₂ for Passenger Services

Smarter fleet management

With Drive from O2 you can:

- Ensure your people drive more safely and efficiently
- Introduce Smart Tracking that inspires better vehicle performance
- Better plan, schedule, and monitor your available resources

Give your passengers
a great experience

Find out more



Smarter fleet
management

Find out more



Inspire your team's
productivity

Find out more



In
summary

Find out more





Home



Next



Play Video



O₂ for Passenger Services

Inspire your team's productivity

Unified communications

We ensure your people are easier to reach and that everything is simpler to run – all from one point of contact within O2

Dispersed workforce

We'll help you manage the communications of your teams wherever they are and whatever they're doing

Mobile applications

With O2, you can provide your front line teams with the tools they need to be more productive – and more customer friendly

Give your passengers
a great experience

Find out more



Smarter fleet
management

Find out more



Inspire your team's
productivity

Find out more



In
summary

Find out more



[Home](#)[Next](#)[Play Video](#)

O₂ for Passenger Services

In summary

Services built on common challenges

- O2 works 24/7 to engage a national audience of over 24 million
- We also manage a dispersed and remote workforce

A broad portfolio of services

Our technologies are designed to help drive your digital strategy, to increase efficiencies and citizen engagement

A focus on cost and productivity

In addition to our fixed, mobile and Wi-Fi services, O2 also offers capabilities that empower smarter, more secure and effective ways of working

Give your passengers
a great experience

[Find out more](#)

Smarter fleet
management

[Find out more](#)

Inspire your team's
productivity

[Find out more](#)

In
summary

[Find out more](#)



Home



Previous




Next



Play Video

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O₂ for Criminal Justice and the Emergency Services

Our purpose

To help you apply new technologies that drive greater operational efficiencies, more secure effective ways of working, and improvements to public safety

Keeping communities
safe

Find out more



Protecting the
front line

Find out more



A focus on
efficiencies

Find out more



In
summary

Find out more



[Home](#)[Previous](#)[Next](#)[Play Video](#)

O₂ for Criminal Justice and the Emergency Services

Keeping communities safe

Increase front line visibility

Provide teams with the tools to stay connected and engaged with the community, like managed tablets and smartphones

Improve public confidence

Access new capabilities, for example apps on mobile devices, that speed up information sharing and improve detection rates

Keeping communities
safe

[Find out more](#)

Protecting the
front line

[Find out more](#)

A focus on
efficiencies

[Find out more](#)

In
summary

[Find out more](#)



Home



Previous



Next



Play Video



O₂ for Criminal Justice and the Emergency Services

Protecting the front line

With Bluelight Managed Video from O2, officers have wearable cameras for monitoring and recording activity while on duty:

- Effective for proving that incidents have occurred – and stopping situations from escalating
- Video recording also prevents miscarriages of justice – and increases the number of arrests that turn into convictions

Keeping communities
safe

Find out more



Protecting the
front line

Find out more



A focus on
efficiencies

Find out more



In
summary

Find out more





Home



Previous



Next



Play Video



O₂ for Criminal Justice and the Emergency Services

A focus on efficiencies

Make faster, better decisions

O2 technologies give your teams access to critical information on-the-go

Spend more time on the streets

Accessing systems and completing tasks while away from base reduces the admin burden
– and frees up back office staff

A smarter fleet

Services like 'Drive' from O2 helps reduce costs by enabling you to manage your vehicles more effectively

Keeping communities
safe

Find out more



Protecting the
front line

Find out more



A focus on
efficiencies

Find out more



In
summary

Find out more



[Home](#)[Previous](#)[Next](#)[Play Video](#)

O₂ for Criminal Justice and the Emergency Services

In summary

Services built on common challenges

O2 works 24/7 to engage a national audience of over 23 million, we also manage a dispersed and remote workforce

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Keeping communities
safe

[Find out more](#)

Protecting the
front line

[Find out more](#)

A focus on
efficiencies

[Find out more](#)

In
summary

[Find out more](#)



Home



Previous



Next



Play Video



O₂ for Health

Our purpose

To provide you with the technologies needed to be more efficient and effective, which in turn helps deliver better outcomes and improved patient care

Right care,
right locations

Find out more



Meeting the
efficiency agenda

Find out more



Easy to manage
technologies

Find out more



In
summary

Find out more





Home



Previous



Next



Play Video



O₂ for Health

Right care, right locations

Simplified support

O2 enables clinicians, nurses and carers to work remotely using fast, reliable data connections

Flexible care

Our smartphones and tablets help front-line workers provide patient care at home or in the community

Right care,
right locations

Find out more



Meeting the
efficiency agenda

Find out more



Easy to manage
technologies

Find out more



In
summary

Find out more



[Home](#)[Previous](#)[Next](#)[Play Video](#)

O₂ for Health

Meeting the efficiency agenda

Networked employees

4G devices provide secure access to all patient records, allowing updates to be completed in real time on site

Remote diagnosis

Front-line workers can contact specialists when present with a patient, meaning the right treatment is immediately available

Reduced administration

Better connected workers results in less sites to operate, alongside centralised information that reduces paperwork

Right care,
right locations

[Find out more](#)

Meeting the
efficiency agenda

[Find out more](#)

Easy to manage
technologies

[Find out more](#)

In
summary

[Find out more](#)

[Home](#)[Previous](#)[Next](#)[Play Video](#)

O₂ for Health

Easy to manage technologies

Simplified IT

Moving your landline voice services onto your IP network helps to save both time and money in management costs

Unified services

With one bill, and one support number to call, you'll spend less time on admin, and more on patient care

Streamlined procurement

Our voice and data services are available via PSN Direct Award, and O2 is also part of the Crown Commercial Service's Telephony Services Framework

Right care,
right locations

[Find out more](#)

Meeting the
efficiency agenda

[Find out more](#)

Easy to manage
technologies

[Find out more](#)

In
summary

[Find out more](#)

[Home](#)[Previous](#)[Next](#)[Play Video](#)

O₂ for Health

In summary

Services built on common challenges

- O2 works 24/7 to engage a national audience of over 23 million
- We also manage a dispersed and remote workforce

A broad portfolio of services

Our technologies are designed to help drive your digital strategy, to increase efficiencies and citizen engagement

A focus on cost and productivity

In addition to our fixed, mobile and Wi-Fi services, O2 also offers capabilities that empower smarter, more effective operations

Right care,
right locations

[Find out more](#)

Meeting the
efficiency agenda

[Find out more](#)

Easy to manage
technologies

[Find out more](#)

In
summary

[Find out more](#)



Home



Previous



Next



Play Video



O₂ for Local Government

Our purpose

To help put digital at the heart of your communities through innovative solutions that drive efficiencies, reduce costs and improve service engagement

Knowing what's
needed

Find out more



Smarter
operations

Find out more



Meeting today's
challenges

Find out more



In
summary

Find out more





Home



Previous



Next



Play Video



O₂ for Local Government

Knowing what's needed

The Local Government Digital Forum

O2 works with senior members from local authorities across the UK to explore the role of digital technologies in modernising councils

Knowing what's
needed

Find out more



Smarter
operations

Find out more



Meeting today's
challenges

Find out more



In
summary

Find out more



[Home](#)[Previous](#)[Next](#)[Play Video](#)

O₂ for Local Government

Smarter operations

Unified communications

We ensure your people are easier to reach and that everything is simpler to run – all from one point of contact within O2

Intelligent operations

With Smart Steps from O2 you can analyse demographic data on your community, and make informed decisions as a result

Fleet Management

O2 works with a number of councils to provide visibility into their vehicle usage, and through it more efficient operations

Knowing what's
needed

[Find out more](#)

Smarter
operations

[Find out more](#)

Meeting today's
challenges

[Find out more](#)

In
summary

[Find out more](#)

[Home](#)[Previous](#)[Next](#)[Play Video](#)

O₂ for Local Government

Meeting today's challenges

Increased responsiveness

O2 Gateway combines fixed, mobile and Wi-Fi onto a single platform, allowing you to quickly roll out new citizen services

Social responsiveness

At O2 we handle roughly one third of customer queries via our social channels, and can show you how to do the same

Provide greater choice

We can help you offer people more options to receive communications and services across a range of digital channels

Knowing what's
needed

[Find out more](#)

Smarter
operations

[Find out more](#)

Meeting today's
challenges

[Find out more](#)

In
summary

[Find out more](#)

[Home](#)[Previous](#)[Next](#)[Play Video](#)

O₂ for Local Government

In summary

Services built on common challenges

- O2 works 24/7 to engage a large community of over 23 million people
- We also manage a dispersed and remote workforce

A broad portfolio of services

Our technologies are designed to help drive your digital strategy, to increase efficiencies and citizen engagement

A focus on cost and productivity

In addition to our fixed, mobile and Wi-Fi services, O2 also offers capabilities that empower smarter, more effective operations

Knowing what's
needed

[Find out more](#)

Smarter
operations

[Find out more](#)

Meeting today's
challenges

[Find out more](#)

In
summary

[Find out more](#)



Home



Previous



Next



Play Video



O₂ for Public Services

Our purpose

To help reduce the cost of delivering digital services, and to inspire smarter ways of working that transform employee and citizen engagement

Digital
by desire

Find out more



Practical
value

Find out more



In
summary

Find out more



[Home](#)[Previous](#)[Next](#)[Play Video](#)

O₂ for Public Services

Digital by desire

Joined up Public Services

O2 is actively working to provide the technologies that help staff work smarter – as the basis for reducing operational costs

Managed mobility and connectivity

We can help you deliver secure, agile, working practices throughout your organisation. With O2, citizens and employees can engage across a lean, reliable infrastructure that keeps them connected anytime, anywhere

Communications and collaboration

Our digital tools allow your staff to work more effectively together – and serve citizens more efficiently

Digital
by desire

[Find out more](#)

Practical
value

[Find out more](#)

In
summary

[Find out more](#)

[Home](#)[Previous](#)[Next](#)[Play Video](#)

O₂ for Public Services

Practical value

The No.10 tariff from O2

Get a tablet + 4G + 5GB of data for just £10 a month – directly as a Direct Award option under PSN Lot 6

Unified communications

We ensure your people are easier to reach and that everything is simpler to run – all from one point of contact within O2

Dispersed workforce

We'll help you manage the communications of your teams wherever they are and whatever they're doing

Digital
by desire

[Find out more](#)

Practical
value

[Find out more](#)

In
summary

[Find out more](#)

[Home](#)[Previous](#)[Next](#)[Play Video](#)

O₂ for Public Services

In summary

Services built on common challenges

O2 works 24/7 to engage a large community of over 23 million people, we also manage a dispersed and remote workforce

A broad portfolio of services

Our technologies are designed to help drive your digital strategy, to increase efficiencies and citizen engagement

A focus on cost and productivity

In addition to our fixed, mobile and Wi-Fi services, O2 also offers capabilities that empower smarter, more effective operations

Digital
by desire

[Find out more](#)

Practical
value

[Find out more](#)

In
summary

[Find out more](#)



Home



Play Video



O₂ Public Sector Case Studies Within the UK





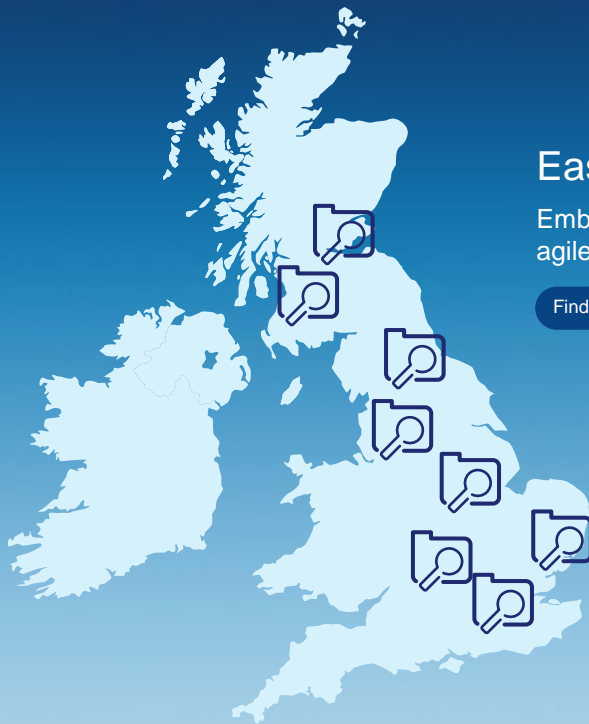
Home



Play Video



O₂ Public Sector Case Studies Within the UK



East Renfrewshire Council

Embraces the future of agile working

Find out more





Home



Close



East Renfrewshire Council

Embraces the future of agile working

The Challenge

East Renfrewshire Council had embarked upon an agile working programme that moved traditionally office-based people into the field and created a demand for secure smartphones and tablets. The council had only a few months to meet all the security requirements for Public Services Network (PSN) compliance.

The Solution

O2 identified and rolled out the best mobile device management (MDM) solution to address the security requirements. ERC is also deploying O2 Wifi in its council buildings, for the convenience of both its staff and citizens.

The Results

- Productivity improvements and costs savings from moving towards a paperless office
- Positive feedback from field workers
- Public Services Network (PSN) deadline met with ease

“O2 were superb. They've the expertise and experience we needed to choose and roll out the right solution. ”

Patrick Murray, East Renfrewshire Council.



Home



Play Video



O₂ Public Sector Case Studies Within the UK



First TransPennine Express

Using 4G to empower staff to give the best service to customers

Find out more



[Home](#)[Close](#)

First TransPennine Express

Using 4G to empower staff to give better service

The Challenge

Previous mobile working solutions using PDAs were limited by small screens and bandwidth. In giving staff access to the right tools, communications and systems, they are able to give customers the best service possible.

The Solution



First TransPennine Express deployed a managed mobility solution using 4G technology, iPads and secure mobile device management. Station auditors, in charge of monitoring stations were provided with iPads, so they could capture and upload information in real time.

The Results

- Information provided faster, with richer video and photographic information
- A near 50% reduction in failures in some stations
- Information is provided to mobile staff more quickly and more cost effectively
- The elimination of printed materials has reduced the impact on the environment



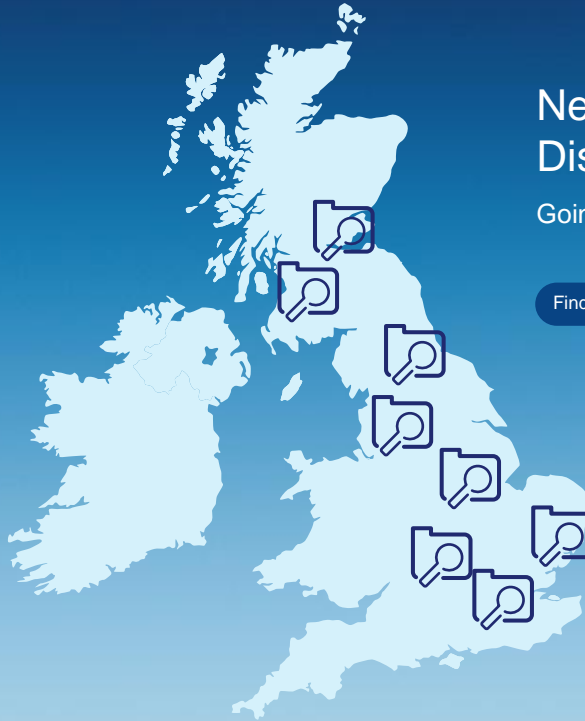
Home



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O₂ Public Sector Case Studies Within the UK



Newark and Sherwood District Council

Going faster with Smart Steps from O2

Find out more





Home



Close



Newark and Sherwood District Council

Going faster with Smart Steps from O2

The Challenge

Newark had a traffic congestion problem, which was affecting people's journeys and having an impact on local businesses. The Newark and Sherwood District Council needed a solution and the first step was to gather evidence to make a case to the County Council and the Highways Agency.

The Solution



Smart Steps from O2 used anonymised aggregated data from millions of mobile phones, and within weeks delivered information about the movement patterns of vehicles and the profiles of drivers.

The Results

- The Council had all the evidence they needed within weeks
- Detailed insights into where traffic was coming from, where it was going, when it was at its peak
- Profiling analysis revealed the demographic profile of road users
- Evidence for the case led to setting a timetable for improving the local transport network



Home



Play Video



O₂ Public Sector Case Studies Within the UK



Suffolk County Council

O2 Wifi for council visitors and the community

Find out more





Home



Close



Suffolk
County Council



Suffolk County Council

O2 Wifi for council visitors and the community

The Challenge

Suffolk County Council needed to be able to offer public wifi to visitors, to enable joint working and help people to be more productive. It was important to give the public access to resources, through the computers supplied in libraries and by enabling people to connect with their own device.

The Solution

O2 Wifi enables public wifi to be provided wherever there is an existing corporate wifi capability. The service was delivered across the council's network, by overlaying the public network across the existing wireless network, completely and securely.

The Results

- Promotes collaboration between partners, suppliers and council staff
- Encourages use of devices in libraries and improves community engagement
- Supports use of personal devices in the workplace
- Maintains separation between personal and corporate information and technical environments

“It's helping us to deliver a seamless service across our key locations. You register once and then after that you can go to other Suffolk County Council buildings and it just starts working every time.”

Izzy Ixer, Suffolk County Council, Strategic ICT team.



Home



Play Video



O₂ Public Sector Case Studies Within the UK



The City of Edinburgh Council

Innovating to improve
service delivery

Find out more





Home



Close



The City of Edinburgh Council

Innovating to improve service delivery

The Challenge

The City of Edinburgh Council needed to create an IT strategy that worked both for local people and its staff, while addressing the challenges of growing demands and constrained resources.

The Solution



O2 is working with the council as a trusted partner, helping to take the IT vision forward. O2 is providing digital and mobile solutions that enable new ways of working and support engagement with local communities.

"I needed a partner who could bring expertise. Someone who has done it before and can help bring that learning so we can get where we need to be that much faster."

Claudette Jones,
CIO, The City of Edinburgh
Council.

The Results

- O2 is looking after over 6,000 devices enabling flexible working for staff
- O2 is supporting citizen engagement by enabling more employees to get into the community



Home



Play Video



O₂ Public Sector Case Studies Within the UK



FirstPort

Transforming service with tablets and digital services

Find out more





Home



Close



FirstPort

Transforming service with digitalisation

The Challenge

A large proportion of the FirstPort team are based on site at retirement developments across the UK. However, most of the communication between them and the head office was paper-based. This was labour-intensive, expensive and made it difficult to create a sense of community.

The Solution

A comprehensive migration from paper to digital. Tablets, email and Office 365 replaced the post and fax. O2 works in partnership with FirstPort to supply fixed line telephony, the data centre, application layer, and devices and technology management.

The Results

- 1400 tablets mobilised in 10 weeks, with a full support package
- Cost savings, improved efficiency and ability to capture management information
- Partnership with O2 covering technology, process and systems
- Ability to distribute video communications, to help build company community

"This is a real breakthrough for us. It has allowed us to use technology to underpin our customer service strategy, which is what we're trying to do at FirstPort: to give our customers an improved and more efficient service."

Darren Kerwick,
CIO, FirstPort.



Home



Play Video



O₂ Public Sector Case Studies Within the UK



Network Rail

Getting inspiration from the ground up

Find out more





Home



Close



Network Rail

Getting inspiration from the ground up

The Challenge

Network Rail wanted to transform the way it collects, stores and uses information about its infrastructure.

The Solution



Network Rail's ORBIS transformation programme gives people access to up-to-date, usable information via smartphones and tablets. Including maps, works schedules, technical drawings, and inspection forms. Track-side workers were engaged by encouraging personal usage, and through a competition to request apps that make work easier.

"We have already succeeded in bringing about a massive amount of change, and change that people like."

Patrick Bossert,
Director, Asset Information,
Network Rail.

The Results

- Personal smartphones, for downloading apps and music
- 150 employee-requested apps in development
- Ability to capture information digitally and process it centrally, to predict and prevent problems



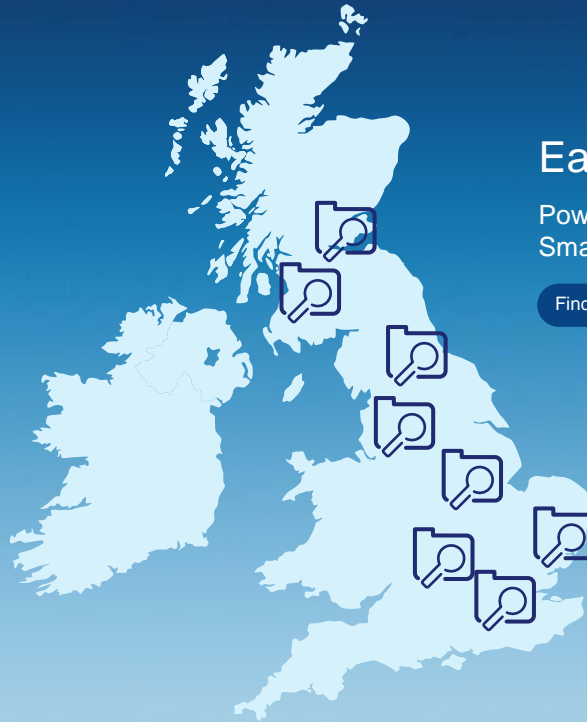
Home



Play Video



O₂ Public Sector Case Studies Within the UK



East Coast Mainline

Powering the journey with
Smart Steps

Find out more





Home



Close



East Coast Mainline

Powering the journey with Smart Steps

The Challenge

90% of journeys on East Coast trains are discretionary, unlike those of a commuter service around, for example, the South East. East Coast wanted to increase its knowledge about the travel choices consumers were making and couldn't get all the insights they wanted from traditional market research.

The Solution

O2's Smart Steps provided a rich picture of the East Coast Mainline market. By using anonymous and aggregated mobile data Smart Steps provided insights on the movement of people: where they're going and why, where they've come from and how they're travelling.

The Results

- Quantified market size
- New insight gained into where customers and potential customers begin and end their journey
- Better understanding of competition

"For us, Smart Steps was more expensive than traditional primary research but far exceeds what you would get back from a research agency. This will help us enormously in the future to understand where to focus our effort in a targeted, accurate way. "

Jim Muir, Retention & Insight Manager, East Coast Main Line Company Limited.