

Driving effective behaviours with 4G

We all know the core benefits of 4G, such as quicker connectivity and Internet browsing. **But have you considered how this ultra-fast network can help drive the productivity of your business?**

In short, you no longer need to rely on wifi.

This is changing businesses and driving new and innovative behaviours. We're 'thought leaders' at Livvy's and pride ourselves on creating opportunities for our customers. **So here's a taster to wet your 4G whistle...**

Video

Face-to-face meetings are always going to be preferable, but there isn't always time to meet in person.

With 4G you could make video calls and access HD video content from your phone to recreate that 'in person' experience, without having to invest in expensive conferencing tools. Imagine the flexibility of utilising video training, briefings and conferencing for you mobile workforce even when they're not accessing wifi.



Collaboration

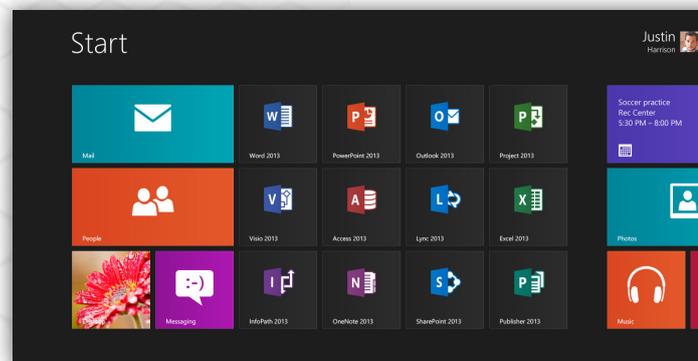
Your team is in different locations. One's at the head office, one's working from home and another is at an airport. They're all making last-minute amends to a joint presentation. The PowerPoint document includes video making it a huge file. With their 4G smartphones loaded with Microsoft Office 365, everyone can view, discuss and edit the presentation together, in real time.

With 4G, your team can work more flexibly and collaboratively when they're not in the office or connected to wifi. This allows the use of cloud-based tools like Office 365, Evernote and Box so that everyone can access and edit files on the move. Increasing efficiency, productivity and work accuracy.

Customer engagement

Many consumers are abandoning traditional lines of customer service and taking to social media to voice their opinions on your brand. These real time reviews can be both beneficial to your brand's awareness, but also extremely costly if any damage isn't quickly controlled.

4G allows you to access your company's Twitter and Facebook channels anywhere, so that you can be more responsive to queries and complaints.



The business opportunities are endless and ready to be utilised. By 2017, O2 aim to have 98% of the indoor population covered. We understand that every business is different, that's why we recommend having a chat to your Account Manager about how best you can take control of 4G.