

Unite the Union



Focus Group helps Unite to operate a more mobile workforce.

Location: London | **Number of users:** 980

The project

Unite the Union is Britain's biggest union with 1.42 million members in every type of workplace. Unite is a democratic and campaigning union fighting back for workers, it is taking trade unionism out to millions of unorganised workers, and standing up for equality for all.

Unite had two business mobile contracts in place on different networks, each with a different tariff arrangement and neither was cost-effective.

In addition, a mixture of different handsets and devices were being used that weren't designed to work with how the business's needs were developing. This resulted in increased running costs and a heavy failure rate of the original devices leading to a downturn in productivity and impacting on budgets.

The solution

Focus Group analysed the usage for both accounts and was able to secure a bespoke tariff that included enough shared minutes, texts and a suitable amount of data for each user, with added room for growth. Plus, we also secured a discounted supply of Apple iPhones and processed the rollout of devices to users across the UK with minimal disruption.

Several months after the rollout, the client has been impressed with the cost savings, the account management and the servicing of the account on a day-to-day basis.

The result

Since forming the revised tariff offer and streamlining under one network, we have managed to reduce the combined monthly costs by more than £10k a month. This has assisted in strengthening and securing a long-term relationship and allowed us to provide additional value-added services from the Focus portfolio of products.

"Focus have been integral to Unite in our transition to smartphone technology, which has allowed Unite to operate a more mobile workforce."

