

WEL NEWS

OCTOBER 2021

Welcomm
Communications Limited



CUSTOMER NEWSLETTER



We've been helping businesses ROCK-ET all summer!

Welcomm
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THE YEAR 2021



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Gamma
Platinum Partner

Welcomm Achieve O2 'Excel' Partnership Status

Last quarter, O2 announced their brand new 'All Blue' partner programme. Read what this new status means to us and our customers.

New Mobile Launches

With new flagship devices launched from the major players, we share everything you need to know about the latest mobiles available, including how they might benefit your business users.

Helping Businesses ROCK-ET All Summer

Introducing our latest business support campaign, 'The Business Take-Off Toolkit' which ran alongside our latest and biggest CSR event, all in support of LOROS Hospice.

Debunking Myths About Your Data Security

We invited our security partners Datto to debunk the most common 'myths' about how protected your data actually is, and what the biggest threats currently are for businesses.

10 Tips to Collaborate Using Microsoft 365

As Microsoft 365 includes such an extensive range of applications, O2 Business join us to share the many game-changing features that businesses are likely yet to try.

Winning New Customers With Reliable Communications

With so many communication channels to manage, we invited Gamma to share the best technology that can help your business win new customers!

Managing Wellness In The Workplace

Alan Savill, Founder of mental wellbeing charity, Ian's Chain joined us live on Facebook to share the signs and symptoms of job burnout.

Creating a People-First Office Space

With the return to the office for many a very unpalatable concept, Blueprint Interiors joined us to discuss how your office can encourage happy, healthy, 'free-range' employees.

Making The Most of Your Charity Partnerships

Charity work doesn't have to add to your workload – it is a bonus that can bring so much fulfilment and joy to your staff. Bruce Smith from LOROS shares some great ideas to get involved with a charity of your choice.

5 Reasons to Choose O2 for Your Business

Jennifer Buchan from O2 joins us to discuss the perks, discounts & value exclusively available on O2 Business to help you make the most of your O2 tariffs.

Understanding Net-Zero Emissions Targets

With most SMB's unsure where to start, we invited our Energy Partners Online Direct to share how businesses can begin to work towards achieving Net-Zero emissions targets.

Creative Ideas to Engage Your People Remotely

We recognise that keeping in touch and remaining strong as a team helps us to grow as a business and work together better. Which is why we invited our own HR Manager Kate Fogg to share the ideas she's used to keep Team Welcomm connected throughout remote working.

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New Mobile Launches

INDUSTRY NEWS

With new flagship devices launched from the major players, we share everything you need to know about the latest mobiles available, including how they might benefit your business users.

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Debunking Myths About The Security of Your Data

TECH FEATURE

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Creating a People-First Office Space

EMPLOYEE WELLBEING

With the return to the office for many people a very unpalatable concept, Blueprint Interiors joined us to discuss how your office can encourage happy, healthy, 'free-range' employees.

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Understanding Net-Zero Emissions Targets

GREEN ENERGY

With most SMB's unsure where to start, we invited Online Direct share how businesses can begin to work towards achieving Net-Zero emissions targets.



You can use all the acronyms and technical jargon you want, but fundamentally... if your technology doesn't work, it's not right for your business.

Your communications and technology are designed to make your work-life easier, not harder. So why is it that so many businesses put up with troublesome, clunky systems and processes that slow them down? It's our job to understand any challenges you might be facing, to identify the right 'game-changing' solutions that can help you win new business, satisfy your customers and operate efficiently.

A huge thank you to our product and charity partners for their massive content contributions within our latest business support campaign: The Business Take-Off Toolkit. We hope you find the articles in our latest newsletter useful - they've all been written with businesses like yours in mind.

As I say, it is our ambition to not just be another typical communications partner. We aim to be your business champions. So I hope you enjoy the read, and if you have any feedback for our marketing team about this publication, please do get in touch.

Aidan Piper

CEO, WELCOMM COMMUNICATIONS

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WELCOMM ACHIEVE O2'S HIGHEST PARTNERSHIP STATUS

Introducing O2's new
'All Blue' Partner
Programme.



Last quarter, O2 announced their brand new 'All Blue' partner programme. Categorising partners into three different tiers; Engage, Inspire and Excel, O2 will provide a bespoke level of support to meet the varying needs of each partner and their customer bases.

As one of O2's largest and longest-established partners, at Welcomm we were thrilled to achieve Excel partner status (the highest tier available), as this means we will receive an enhanced range of tools from O2 to support our business—helping us win new customers and deliver first class customer service.

To celebrate this latest network recognition, as well as our fourth consecutive O2 Partner of the Year Award win, O2 took over our offices in Market Harborough to shower our staff with food, fun and prizes as a thank you for their continued commitment and hard work.

What does this mean for our customers?

With this new support from O2, we have access to the best pricing in the channel, are able to continue to deliver the best customer service possible and have greater access to O2's expert resources than any other partner tier.

Further to this, as we shared last quarter, the biggest UK merger in a decade has seen O2 and Virgin Media combine 46 million+ broadband, mobile, phone and home subscribers, and 18,700 employees to form Virgin Media O2.

Whilst there's been no real change for us or our customers at this initial stage, there is speculation that new products may be available next year for our business customers to enjoy.

If you have any questions about this news, please contact your Account Manager or our Customer Care team on **0800 064 64 64**.



ALL BLUE

Business is better in blue

O₂ business

“
As one of O2's
largest and longest-
established partners,
we are thrilled to
continue to work
collaboratively with
the Network to benefit
our customers.

Chris Ruddle
Finance Director
Welcomm Communications

Introducing the iPhone 13, the latest release from Apple. Now available for order from Welcomm on O2.



NEW MOBILE LAUNCHES

With new flagship devices launched from the major players at this time every year, we thought it would be helpful to share everything you need to know about the latest mobiles available, including how they might benefit your business users.

Last month, Apple dazzled viewers by introducing their next generation technology: the new iPhone 13, iPhone 13 Pro, Apple Watch Series 7, iPad mini and iPad. Here's what you need to know about the latest iPhones from Apple.

iPhone 13 and iPhone 13 Mini

The stars of the show were the iPhone 13 and the iPhone 13 mini. These next-generation iPhones come with a new A15 Bionic chip for improved performance, five colour options and improvements to the camera and battery life.

The iPhone 13 and 13 mini have a dual-camera set-up, with a 12MP wide-angle camera and a 12MP ultra-wide camera. The camera features improvements to the low-light and night modes, as well as a 'cinematic mode' for video, which gives you the ability to switch focus between subjects for dramatic, artistic shooting.

iPhone 13 Pro and Pro Max

Also equipped with the new A15 Bionic chip (with a five-core GPU rather than a four-core one), the new Pro range includes a triple camera set-up with a 77mm telephoto lens, low light improvements and comes in a new Sierra Blue colour.

The iPhone 13 costs start from around £799 for the regular model, and around £699 for the mini. Prices start from £999 for iPhone 13 Pro and £1,099 for the iPhone 13 Pro Max. Following their release, all are now available to order from Welcomm on O2.

Galaxy Z Fold 3 5G

Officially unveiled in August, the Galaxy Z Fold 3 offers some major improvements. The 6.3-inch display is 29% brighter and the internal display has a 4-megapixel Under Display Camera. It's also the first foldable smartphone from Samsung to support the S Pen.

The first foldable smartphone with an IPX8 water resistance rating, the Galaxy Z Fold 3 is powered by a Snapdragon 888 processor with 12GB of RAM and up to 512GB of storage, making it perfect for the android user in need of mass storage.

Although cheaper than it's predecessor, the device still starts at £1,599. We encourage mobile insurance with any device of this value. Speak with your Welcomm Account Manager for a quotation.

As you would expect, the latest iPhones from Apple are top of the range (hence the price). However would be perfectly suited for Company Directors or Content Creators, needing an exceptional camera and extended battery life in their pocket.

To really make the most of these devices, including their enhanced 5G capability, we recommend an unlimited data tariff from O2. Contact your Account Manager for a quotation.



[From left to right]
iPhone 13 Pro Max, iPhone 13 Pro,
iPhone 13, iPhone 13 Mini



Galaxy Z Fold3

Nokia XR20

Nokia has launched its first true rugged smartphone. The XR20 is a Qualcomm-powered, 5G-enabled, shockproof and water resistant handset that stands out as a capable all-rounder.

Launched in August, the device comes complete with a 3 year manufacturer warranty and free protective case that should make it a firm favourite amongst those looking for a business smartphone that can withstand more than just the occasional knocks.



The XR20 also comes with up to 3 years of OS upgrades and 4 years of monthly security updates, so your phone will be up to date into 2025.

With prices starting at a more palatable £449.99, we recommend speaking with your Account Manager about the latest Nokia handsets for your business.

[View Our Latest Mobile Offers Online](#)



High-end devices deserve protection. That's why we recommend getting your protective accessories from us at Welcomm. We can apply them on your behalf, ensuring your people are ready to go as soon as their new mobiles arrive.

Darren Tiday
Business Support Specialist
Welcomm Communications



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HELPING BUSINESSES ROCK-ET ALL SUMMER

Hear about Welcomm's latest and biggest CSR project to date, all in support of charity LOROS Hospice and local Leicestershire businesses.

This summer, Welcomm sponsored Rocket Round Leicester; a spectacular public art trail organised to support local businesses by safely encouraging people back into the city centre, as well as raise vital funds for LOROS Hospice, a local charity that cares for 2500 terminally ill people and their families each year.

With forty giant rocket sculptures dotted around the city, as well as many mini-rocket art works decorated by local schools on show, Welcomm were over the moon to bag the star attraction... 'The Rocket King', King Richard III!



Synonymous with the area, after having his remains uncovered in a Leicester city car park, we knew we had to do something special to bring such a historic monarch to life.

That is why we gave him a voice on twitter [@Rocket_Richard](#) throughout the event, to share much hilarity and a medieval tongue with his followers.

PLUS we teamed up with the King Richard III Visitor Centre to offer free tickets to Rocket Round Leicester attendees, as after months of Covid closures, the Centre was able to finally re-open and welcome eager visitors back in.

If you would like to visit the King Richard III Visitor Centre, take advantage of our rocket reward until December! Click the link below to access your buy-one-get-one-free voucher.

Download Your Rocket Reward Here



A really creative and exciting project, we've loved engaging with the local community by bringing the 'Rocket King' to life online.

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Spotted on Site!

Welcomm customer and fellow Rocket Round Leicester sponsor Nigel Todd, Managing Director at Trucklink EU was spotted with The Rocket King, uploading this fantastic selfie to the Rocket Round Leicester mobile app.

Long-time LOROS Hospice supporters themselves, Nigel and the team at Trucklink EU were the Official Logistics Partners for the event, donating their time and expertise to help get each and every 450KG rocket sculpture in place.

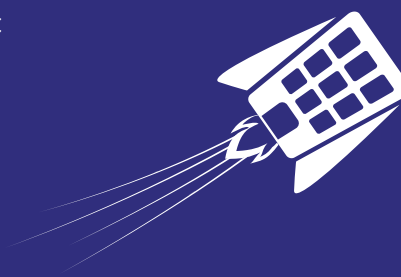
If you think Nigel's face looks familiar, it's likely because Nigel joined Team Welcomm on the Bonkers Bake Off earlier this year; the Facebook Live event that raised over £12,000 for LOROS Hospice (including all that lovely gift aid)!

[Re-discover the Bonkers Bake Off here.](#)

Introducing... The Business Take-Off Toolkit

We recognised from the outset that many of our nationwide customers may not get the opportunity to partake in the event. Which is why we launched The Business Take-off Tool Kit; a brand new series of varied and helpful content, exclusive to Welcomm, to help our business customers make the most of their technology, virtually engage with their staff and win new business.

View session summaries within this latest newsletter by clicking the links below, or [visit our website](#) to view the full content - including videos from all presenters!



TECHNOLOGY

datto

Data Back-Up & Cyber Security

Debunking myths about the safety of your data

O₂
Together with

10 Tips to Collaborate Using Microsoft 365

Make the most of your M365 subscriptions

Gamma

Winning New Customers With Reliable Communications

WELLBEING

Jan & Cham

Managing Wellness In The Workplace

Support for your team to recognise & avoid burnout

BLUEPRINT
MAKING SPACE WORK

Creating A People-First Office Space

Creating a 'free-range' working environment

LOROS

Ideas To Make More of Your Charity Partnerships

Building a compassionate

SUPPORT

O₂
Together with

5 Reasons Why you Should Choose O2 For your Business

Exclusive perks, discounts & experiences available on O2

OnlineDIRECT
The Energy Experts

Understanding Net-Zero Emissions Targets

Support for small-medium businesses to get started

Welcomm
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5 Creative Ideas to Engage Your Teams Remotely

Tips to connect with staff from wherever you work

DEBUNKING MYTHS ABOUT THE SAFETY OF YOUR DATA

“

Every business faces the same risk... people. Why?

Because we are the wild cards!

With the cyber threat landscape constantly changing and evolving, information and awareness are the first step in protecting yourself from data loss.

We invited our security partners Datto to debunk the most common 'myths' about how protected your data actually is, and what the biggest threats currently are for businesses.

Watch the video online here!



Expert knowledge from our Security Partners:

datto

For businesses of all sizes, data protection and cyber security remain pressing issues. In my role as Business Development Director for Datto, I hear concerns from organisations across the globe, as they try to respond to the challenging task of keeping their company data protected.

As a security company that looks after data integrity, Datto works with partners like Welcomm to ensure business owners can operate with the confidence that their data is always protected, even if the worst should happen.

With the threat landscape constantly changing and evolving, including for small-medium businesses (SMBs), information and awareness are the first step in protecting yourself from data loss. So today I'm sharing some home truths – to debunk the most common 'myths' I hear regarding how protected your data actually is, and what the biggest threats currently are for businesses.

Cyber Crime is a threat to all organisations, regardless of size.

Organisations worrying about Cyber Security often feel they don't quite know where to begin. One important point I want to raise is that, where data security is concerned, every business is the same. From somebody starting a business tomorrow, to huge blue chip organisations, all businesses face the same challenges around protecting their critical data.

Businesses of all size are at risk from data loss caused by:

- Accidental Deletion
- Malicious Attacks
- Cyber Crime & Phishing Scams

Regardless of the budget that you allocate to protect your business, or the investments you make in



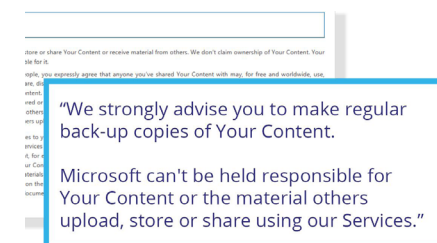
Greg Jones
Business Development Director
Datto, Inc.

your IT department, every business faces the same risk; People. Why? Because we are the wild cards.

Truthfully, people are the biggest risk to any organisation because of their unpredictability. Whether it be accidental deletion of data, a malicious act, or even a member of staff being tricked by a phishing scam containing ransomware – your business remains at risk if adequate protections are not put in place.

Your data is not automatically backed up in the cloud.

Many businesses believe that data in the cloud is actually automatically backed up... For example if they are paying for a cloud-based service, such as Microsoft 365 or Google's G-Suite, they assume that the data created and stored within the service is automatically backed up. However, this is not the case!



- Microsoft 365 Service Agreement

If you read through the likes of Microsoft or Google's end user license agreements, you will find that both companies advise that they do not protect the integrity of your data, and you should utilise additional third party back-up, such as Datto's SaaS Protection solution.

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Your business needs more than 'Cyber Security' to protect your data.

Many organisations focus on cyber security for their business. However, SMBs in particular should really aiming for 'Cyber Resiliency'.

Cyber resilience is a measure of a business's strength in the ability to prepare for, operate through and actually recover from a cyber attack.

Cyber resilience is made up of three main pillars: People, Process and Technology. Many businesses fall foul of the risk of running ahead with technology to try and protect their organisation. But to implement cyber resilience correctly, you should focus on your people first.

Increasing the knowledge and awareness of your people through education/training then allows you to move on to process. This includes the processes that your business follows around cyber resilience, cyber security and how you operate. Finally, technology should come in as your third point of review.

For more data security home truths, read the full blog (or watch the short video) on our website using the link below:

Watch The Full Session Online

Your next steps? To understand where your business might be at risk, book a FREE IT Security Consultation with Welcomm.

Book a Free IT Security Consultation Here

10 TIPS TO COLLABORATE DIGITALLY USING MICROSOFT 365 IN 2021

Rhys and Dino from O2 joined us to share their expert advice to help your business make the most of your Microsoft 365 licence investment.



Rhys Williams
Digital Solution Specialist
Virgin Media O2



Dino Naseib
Microsoft Presales Consultant
Virgin Media O2

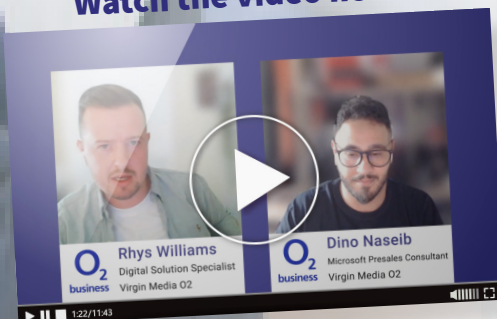
The challenges faced by businesses over the last 18 months, as a result of the COVID-19 pandemic, have undoubtedly accelerated the demand for better digital collaboration for workers.

At the heart of this increasingly pressing need sits Microsoft 365 – the most commonly used suite of business applications on the market.

As Microsoft 365 includes such an extensive range of applications, there are likely many game-changing features that businesses have yet to try.

O2 and Welcomm work with customers to help them utilise the latest technology to enhance internal collaboration, find new ways to connect with customers, and truly make the most of their Microsoft 365 licence investments.

Watch the video here!



As Microsoft 365 includes such an extensive range of applications, there are likely many game-changing features that businesses have yet to try.

10 Document Collab

Have multiple people work on the same document at the same time, wherever they are.



9 AI Bots

Chat with automated programs in Microsoft Teams. Bots will respond to questions instantly.



8 Apps & Connectors

Connectors & Apps integrate with Microsoft 365's ecosystem for automated functionality.



7 Shifts

Set up shift patterns + allow workers to request time off & swap shifts with built-in approvals.



6 Approvals

Approvals in MS Teams allows everyone to easily request/manage approvals, streamlining internal processes.



5 FindTime

An invaluable tool within MS Outlook that helps you find a suitable time when booking a meeting.



4 Teams Telephony

Routing your PSTN through MS Teams gives your staff the ability to make and receive external calls.



3 Noise Suppression

Background noises will now be automatically suppressed, ensuring a clean meeting experience.



2 Live Captioning

MS Teams can now detect what is being said during a meeting, displaying real-time captions on screen.

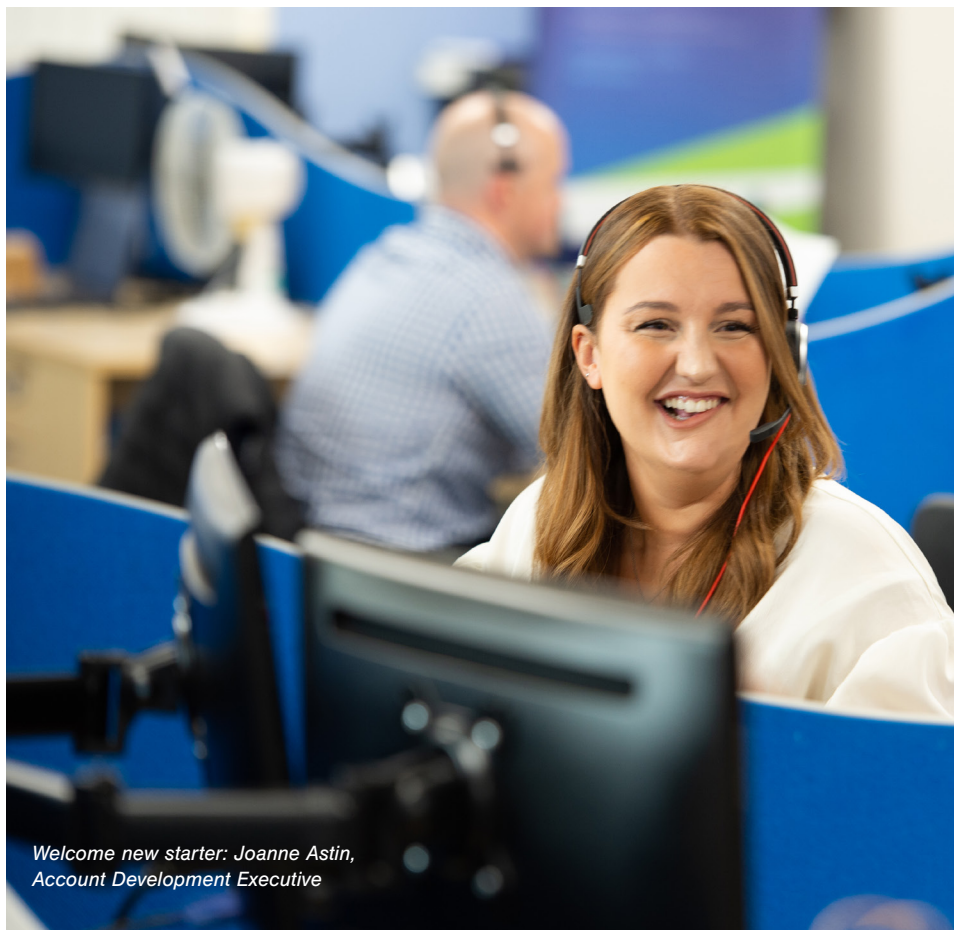


1 Call Recording

You can now record your telephone conversations, and store them in your OneDrive cloud storage.



O₂
business



Welcome new starter: Joanne Astin, Account Development Executive



Liam Ruane, Senior UCaaS Specialist, Gamma

WINNING NEW CUSTOMERS

With Reliable Communications

If you're a sales led organisation, you know that a missed call could be a missed sale. However in 2021, it's no longer just a missed call that could be costing you... a missed email, a missed social media message or live chat response could result in a poor customer experience or mean a customer contacts your competition.

With so many communication channels to manage, today I am sharing some of the best technology that can help your business manage multiple communication platforms at once, enhance customer experiences and fundamentally... win new customers!

If you have any questions following this article, book a call back with us at a time to suit you: [Book A Call Back Here.](#)



1. Attract the best talent to achieve better results with Horizon Hosted Telephony

Hosted telephony enables your people to work from anywhere, helping you to attract the best talent from across the country (as you're not limited to a specific geographic area).

Accessing a pool of highly experienced and trained sales staff will help achieve better results to drive your business forward.

2. Speak to customers in the way they want to speak to you with Horizon Contact

In today's world, successful companies are going to be the ones that interact with their customers in the way they WANT to interact.

Horizon Contact integrates voice, email and web chat into a single pane of glass, making it easy to assign communications to staff members, ensuring nothing is missed!

3. Present a local phone number to expand your reach with Horizon Hosted Telephony

If your office is based in London, but you're trying to extend your reach in the north of England, having a cloud-hosted telephony system like Horizon means that you can present a local number when you dial out.

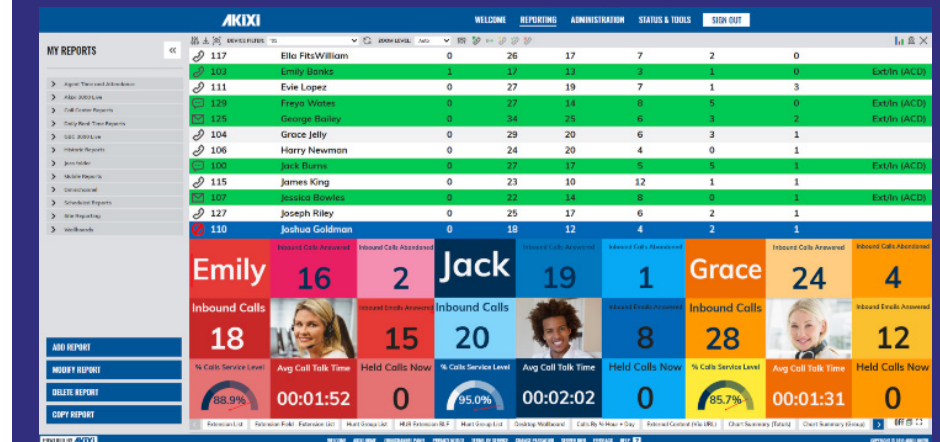
When a new business sees a local number calling in, it is more likely that the call will be trusted and answered – giving you the opportunity to sell!



4. Achieve nationwide recognition with a non-geographic number via Horizon Hosted Telephony

Replace a standard 01 or 02 telephone number with a non-geographic telephone number (such as 0800 or 0345) to remove any future geographical barriers and present a professional image to your callers.

If you're a growing business, this also may help you be perceived as a serious player – **plus one number can remain consistent across all of your marketing material.**



5. Reduce missed calls/sales with real-time reporting with Akixi Call Reporting

Akixi Call Reporting clearly demonstrates in real-time how many callers are waiting and how many of these calls are abandoned.

If you're a sales led organisation, and someone calls into your company (and you don't have a chance to pick up that phone call), it could mean lost revenue. Being able to see this information enables you to call back to recover that sale, and better staff your phones at peak times.

6. Call leads and view customer history directly from your CRM platform with Horizon's Administration Portal

Integrating your hosted phone system into your CRM system is a really powerful solution. With Horizon, you're able to 'click to dial' customer numbers straight from your CRM, saving your people time. Additionally, on incoming calls, a 'screen pop' can display the customers' record instantly, allowing me to greet each caller by name.

Personal service = better sales!



7. Improve call quality through live call coaching with Call Recording

Going back (up to 7 years) and listening to staff phone calls is a fantastic way to share successes in the team, encourage the right behaviours and learn from mistakes.

Horizon Call Recording enables your management teams to effectively coach and train their staff, to develop sales skills and improve call quality overall. Got a new marketing campaign that you want your sales teams to discuss on every call? Monitor your success using call recording.

8. Remain agile and open for business with instant telephony changes with Horizon's Admin Portal

Moving your telephony into the cloud means you can manage your entire telephony system online (from anywhere). Making changes, creating new users and diverting calls to your mobile instantly means that you can remain agile, adapt to any opening hour changes, and ensure you remain open for business!

For more, visit the full blog and watch the video below:

Watch The Video

Watch the Facebook Live video here!



MANAGING WELLNESS IN THE WORKPLACE

Recognising and managing the signs of job burnout



Burnout and stress can manifest itself in many forms. When working (even despite any support you get from your employer), you might find that making mistakes, not wanting to get up, getting distracted, a feeling of isolation, hopelessness, or poor sleep become more frequent.



But what does this mean, and who can you go to when it all gets too much?

So many ask how their colleagues are... without really listening to the answer. That is why we asked **Alan Savill**, Founder of mental wellbeing charity, **Ian's Chain** to join us live on Facebook to share how promoting wellbeing in the workplace can prevent tragedy.

In his live session, Alan discusses good things to do (for yourself and others), and how to support someone who you think might be struggling. Some of our key takeaways are below, but we recommend taking the time to [watch Alan's session in full here](#).

The signs and symptoms of burnout.

As said by Michael Gungor, *"Burnout is what happens when you try to avoid being human for too long"*. The truth is, we're not robots and sometimes we're our own worst enemies as we don't look after ourselves properly.

So to understand if you're at risk of job burnout, I ask you...

1. Have you become cynical or critical at work?
2. Do you drag yourself to work and have trouble getting started each day?
3. Have you become noticeably more irritable or impatient with your customers or co-workers?
4. Do you lack the energy to be consistently productive or do you struggle to concentrate?
5. Do you lack satisfaction from your achievements?
6. Are you using food, drugs or alcohol to feel better, or simply not feel?

If you are feeling overwhelmed, isolated or out of control, you could be suffering from job burnout. Please take action today by reaching out to a trusted contact, colleague or charity for support.

Contact Ian's Chain

Approaching the subject with others.

There's an art to listening folks...

I encourage you to ask your friends and family *"how's work going?"*, and don't be afraid of the answer. Taking the time to listen, perhaps sat away from others (for privacy) may make the world of difference to someone who is feeling overwhelmed and burned out.

However don't forget, some people might not want to talk. Instead, they may prefer to text or chat online. Here's some great example texts to open a conversation with a friend you are worried about:

- Is there anything I can do to support you?
- I'm here if you want to talk anything through, or even just to vent!
- I know it feels like this stressful time is never ending, but I promise you it will. In the meantime, I'm here for you.

If you are suffering yourself, and you have an employee system, use it. A great idea is to practice what you want to say with a friend, before you approach your line manager.

Watch The Session

CREATING A PEOPLE-FIRST OFFICE SPACE

Encouraging happy, healthy, 'free range' employees



Rob Day, Chairman and Founder at Blueprint Interiors

I invite you to think about what 'the office' means to you. Most people think of lots of chairs, people sat at desks (probably the same desk every day), possibly a few meeting rooms dotted here and there, and a restaurant, kitchen or café – but otherwise an altogether routine, and if I might say so, institutional working experience.

Which is why, with the drive to take people out of the workplace to protect them from Covid and invite them to work from home, it is now an opportunity for both employers and employees to reflect on their experiences.

Whilst employers are realising that offices are expensive places to run, from the employee's perspective, a lot of workers have experienced more choice and flexibility in this

last 12-15 months working from home than perhaps they ever had when they were based in an office!

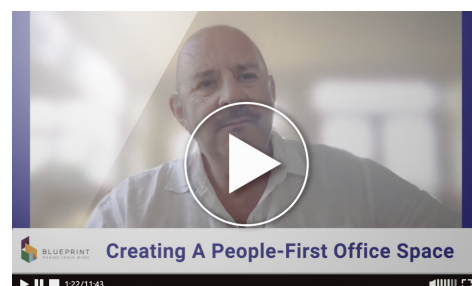
The return to the office for many people is actually a very unpalatable concept.

We often describe these pre-Covid offices as a bit like battery farms...

Picture office workers pecking away at their keyboards in rows and rows of desks. We know how unhealthy battery farming is for chickens, so it's definitely, we believe, unhealthy for human beings.

What we would rather see is companies thinking of their employees as 'free range', which is the concept I would like to introduce you to today.

We know how unhealthy battery farming is for chickens, so it's definitely, we believe, unhealthy for human beings. What we would rather see is companies thinking of their employees as 'free range'...



[Watch the video here!](#)

A 'Free Range' Working Environment

The fact is, human beings are complicated. We have complex mental and emotional needs, and if those needs aren't met, we don't perform at our best. Whilst we agree that physical well-being is vitally important, I would say mental and emotional well-being are equally as important. That's why this 'battery farming' approach is outdated and no longer the best use of space.

It's important to acknowledge that over the past 15 months, people have worked hard under very difficult conditions, and I think it's fair to say that we've all learned so much as a result. Perhaps that is why inviting your staff to come back and sit at the same desk to peck at the same keyboard is no longer an appealing option for many.

The idea of creating variety for people is a very significant factor in what we believe should be standard office design practice.

This realisation that physical, mental and emotional well-being is core to business success is obvious when you think about it.

If your people are the most important asset to your business, you need to make sure that they're healthy. Because if they're healthy they'll be happy, and if they're happy they'll be productive... and from a business point of view, if they're productive they're profitable!

The important thing here is that this 'free range' practice scales across every type of business. From businesses with a couple of employees to a couple of thousand employees, we have worked on some of the largest physical offices in Europe, and we've worked with



Agile meeting spaces and activity-based work areas are just some of the clever ideas Rob from Blueprint Interiors shared with us.

businesses that have five or ten people total. The principles are the same... it's people-first.

Whatever you design or build, you need to have a clear picture in your head of what it's doing for your people.

Creating Interest and Variety For Your People

Clever office design creates diversity, variety and the stimulation people need, whilst also enabling privacy. We recommend creating places for people to mix and socialise, and give them the tech to enable them to access the information they need, when they need it, wherever they need it. An important part of being human is

our need to communicate, build teams and work together.

By creating a great office environment that supports a culture of empowering your people, you will deliver fantastic results for your customers.

What I want to leave you with is the idea that 'return to the office' workplace design is all about people. It's about your business creating a culture based around the recognition that people are your most important asset.

For some clever office design ideas, visit the blog below:

[Visit The Blog](#)



TIPS TO HELP YOU MAKE THE MOST OF YOUR CHARITY PARTNERSHIPS



Bruce Smith
Partnership Development Co-ordinator
LOROS Hospice



For those who aren't already aware of us, LOROS is Leicester, Leicestershire and Rutland's adult hospice that provides palliative care to those with terminal illness. We provide care to over 2,500 patients and their families each year, often at the most difficult time of their life.

As a corporate fundraiser, I understand how busy businesses across the country are, how under-resourced everyone is, and how challenging the last 12 months have been. However what I want to encourage you to consider is:

Charity work doesn't have to add to that workload – it is a bonus that can bring so much fulfilment and joy to your staff.

Charitable work is a two-way street that can really benefit your business.

Be Enthusiastic.

As a fundraiser, we love nothing more than when someone brings an idea to us they are genuinely enthusiastic and excited about.

You might not always have a fully-formed idea from day one, but that doesn't matter! Bring your enthusiasm and excitement to us, and we can nurture it. Keeping your energy high will help build the excitement amongst your teams, ensuring they get the most out of the occasion.

Be Creative.

We all love a bake sale – who doesn't? However, the weird and wonderful ideas are the ones that get the most traction, and therefore end up raising the highest amount for your charity.

Play the full video by clicking below!



If you're going to do a bake off, make it bonkers – just like Welcomm did!

If you're going to do something, do it big. Don't place a limit on your ideas, and really use your imagination when planning an event. Your charity partner of choice will have seen and heard every kind of idea, and they will have the skills and know-how to make it happen!

Be Ambitious.

Always be ambitious with your plans, but be realistic as well! When you're setting a fundraising target, think about what it might mean to your chosen charity, and how it will come across to the people that are going to support you.

There's nothing worse than someone going to donate to your fundraiser, only to find a huge fundraising goal that they know you won't achieve... Setting out-of-reach goals can not only be demotivating to the staff you're trying to involve, it can also put off donors.

Similarly, don't make it too low! If you set a target of £100, and reach it within the first week, how do you keep the momentum? Set a target that really means something to the charity, and will have a visible effect.

Be An Ambassador.

Don't always feel that getting involved with a charity has to cost you something. You can add just as much value as fundraising by being an ambassador for your charity, and by spreading the word about the great work they do.

You could also volunteer some time, get your staff out to a charity to see what they really do, and learn how they can actually help. Charities fully appreciate that not everyone can give financially at the minute, but that doesn't mean that you can't offer value to us.

Enjoy It!

Corporate Social Responsibility is often used negatively, as if it is a burden... I suggest the opposite – see it as an opportunity. A charitable partnership can be a chance to try something completely different as a business, and to give your staff something new to engage with outside of their day-to-day work, so enjoy it!

**Learn More About
LOROS Hospice**

5 REASONS TO CHOOSE O2 FOR YOUR BUSINESS

The perks, discounts & value exclusively available on O2 Business

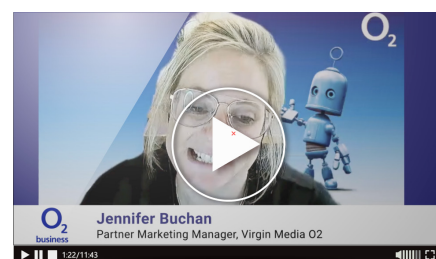


Jennifer Buchan
Partner Marketing Manager
Virgin Media O2



More and more businesses are choosing O2 business – a network that gives them the coverage, reliability and

Watch the video here!



Following the blockbuster merger with Virgin Media in June 2021, the O2 network is now the biggest network in the UK.

With 47 million connections across mobile, broadband, TV and home phone, O2 continue to invest heavily in their network, which currently covers 99% of the UK in 4G, and over 180 towns and cities with 5G service.

This level of investment in infrastructure is exactly why more and more businesses are choosing O2 business – a network that gives them the coverage, reliability and security they need.

You may not know this, but Giffgaff, Sky, Tesco and Lyca Mobile all run off of the O2 network!

As O2's Best Direct Business Partner for four years running now, Welcomm are one of O2's largest and longest-standing partners.

We work with partners to deliver truly exceptional customer experiences, and trust them to

provide the highest levels of digital knowledge and technical support for our customers. Welcomm really lives and breathes our O2 brand and values, and we love working with them!

That is why today, I am excited to share my top five reasons why businesses should choose O2 and Welcomm.

1. An Award-Winning Network

O2 is a multi-award winning network, that can give you the coverage, reliability and security that your business demands.

It's not just us saying this – our customers have voted us as Uswitch's Best Network for Coverage in 2018, 2019, 2020 and 2021! And who could forget the Mobile Industry Awards? O2 were voted the Best Network for UK Business in 2019, 2020 and now 2021!

Awards like this mean a lot to us, as they show that our customers recognise the investment we make in our network every single day.

2. O2 Priority

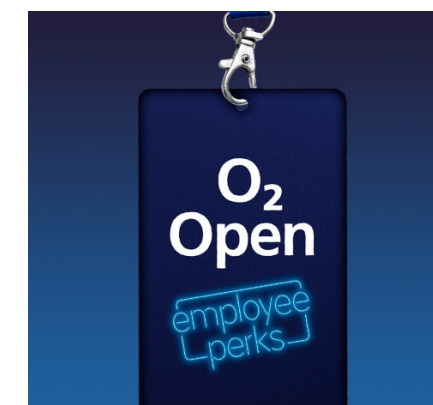
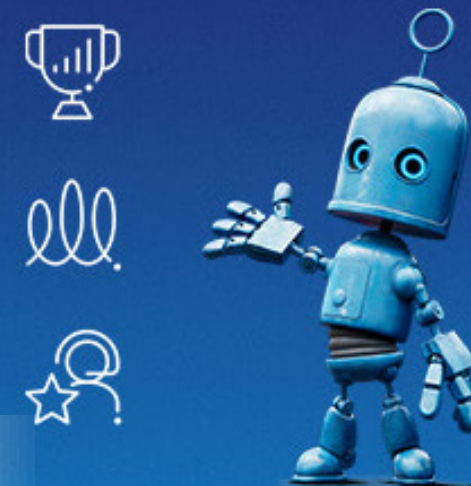
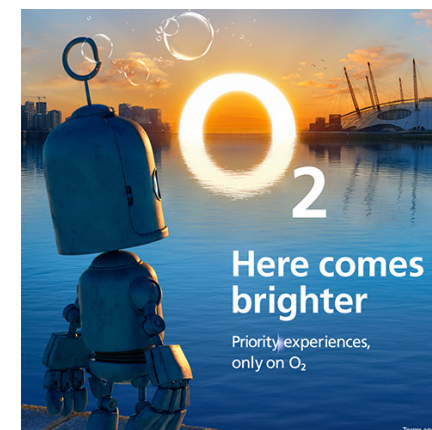
If you haven't heard of O2 Priority already – where have you been??

Priority is O2's way of saying thanks. It's an exclusive benefit available to O2 customers, bringing you great offers on high street brands, tickets, and experiences.

On top of this, you also gain access to the BEST entertainment. I'm really glad that our venues, our O2 academies across the UK and the O2 arena are now opening their doors – so let's hope we can all get to a gig this year!

[Download Priority from Apple Store](#)

[Download Priority on Google Play](#)



3. O2 Open

As an O2 Business customer, your staff get access to an exclusive range of perks and discounts, thanks to O2 Open.

Providing access to great savings on personal calls, texts and data, this perk isn't just for mobiles – tablets and mobile broadband devices are covered too!

This means you can improve your staff reward package, without any additional business investment.

For more information about signing your business up to the O2 Open programme, speak to your Account Manager or call our Customer Care team on 0800 0646464.

O₂ business

4. O2 Recycle

O2 recycle for business is a completely free service available to all O2 Business customers. We enable you to recycle your old phones, tablets, or any other gadgets.

We offer free, secure collection of devices, a ZERO landfill guarantee, and you choose how to spend any money raised.

To date, O2 have paid out more than £250 million for old technology as a reward for fighting electronic waste with O2 recycle.

5. Greater Flexibility

Finally, last but certainly by no means least, we understand the value of flexibility. O2 lets your business choose solutions tailored to your needs:

- A HUGE range of devices
- Control of your costs and data usage
- Flexible tariffs
- Data rollover

To make the switch to O2, or for more information on how to make the most of your existing O2 contracts, contact us today!

Welcomm
Communications Limited



UNDERSTANDING NET-ZERO EMISSIONS TARGETS

Online Direct's Business Development Manager, Sam Hicks shares how SMB's can begin to understand and work towards achieving Net Zero Emissions Targets.



Sam Hicks
Business Development Manager
Online Direct



High energy prices should be a driver for businesses to be more efficient with their consumption – even if it's not from an environmental perspective, but just from a cost saving perspective!



Let's begin by talking about UK Government policy. Initially legislation was set in the UK to commit to net zero emissions by 2050. Now going 'net zero' doesn't necessarily just mean cutting emissions down to nothing... Things like generation or offsetting are likely to contribute in parallel with reducing emissions.

However the UK government then later revised this legislation, and has now set the worlds most ambitious climate change target: to reduce emissions by 78% by 2035 in comparison to 1990 level.

This ambitious commitment from the UK government will require a lot of education and action, and it's going to be really interesting to see how the Government support businesses with achieving these targets in the coming years.

At Online Direct, we work in partnership with Welcomm to support all things energy – from pricing to technology and everything in between.

How will emission targets be achieved?

We first need to become more efficient with our energy use. That starts with monitoring our consumption, and having better

technology to help us do that – something Welcomm can support with. Being able to control and reduce our usage more effectively is made possible by replacing outdated electrical appliances with more up-to-date technology.

Another important area is behavioural and societal changes. I think we all need to educate ourselves better around the impact and the sustainability of everything that we do.

Something that's been in the news more often recently is the electrification of transport and heating. We've seen news about the banning of petrol/diesel cars and the introduction of electric vehicles, which will play a huge role. Another item that's not had as much mainstream media attention is hydrogen, and the role that hydrogen will play to replace natural gas, as well as the role it can play with transportation too.

The final piece of the puzzle for businesses will be things like carbon capture and storage to offset emissions – all of these will be final crucial pieces to help businesses transition from 'lower emissions' to a business that is net zero.

How will targets affect small-medium businesses?

Surveys with small-medium businesses (SMB's) show that most don't know where to start when it comes to reducing their emissions.

In fact, some survey results suggest that anything up to 40% of businesses are unsure of how to prepare for this shift. In truth, it's unlikely to be a priority for SMB's at the minute, particularly off the back of the global pandemic.

However, what I would say is

with high energy prices driven by rising commodity markets, this really should be a driver for businesses to want to use less and be more efficient with their consumption – even if it's not from an environmental perspective, but just from a cost saving perspective!

The most likely short-term effects will be operating supply chains in my opinion. Larger businesses and government tenders will likely all expect sustainability commitments from SMB's in the near future and if they don't comply, they might miss out on trade – so that's probably going to be the greatest threat, particularly in the short term.

How can I help my business reach net-zero?

It's a common saying, but if you can't measure it you can't manage it. That is why, I'd say the most important thing is to have a really good understanding of your emissions as a business, which can be broken down into scope one, scope two and scope three emissions. No business can improve without understanding how and where it emits.

Secondly, I'd suggest looking at your largest emitting areas, to really focus on how you might be able to make the biggest impact – so for example, for one business it might be transport and another might be it's energy... really focus on that largest emitter to understand what strategy offers the greatest commercial benefit.

The final point would be to ensure that you're working with a trusted partner to help build and implement your future strategy. I'll give you an example – with some energy products on the market, they might appear as if they are green and 'low carbon'... but that doesn't necessarily mean that's true.

This is what's commonly known as greenwashing.

We recommend working with trusted and knowledgeable partners like Welcomm to really help take that burden away from you and help navigate the market.

greenwashing

[green-wash-ing] /verb

1. The act of portraying a product or service as environmentally friendly only for the sake of marketing.

2. disinformation disseminated by an organization so as to present an environmentally responsible public image.

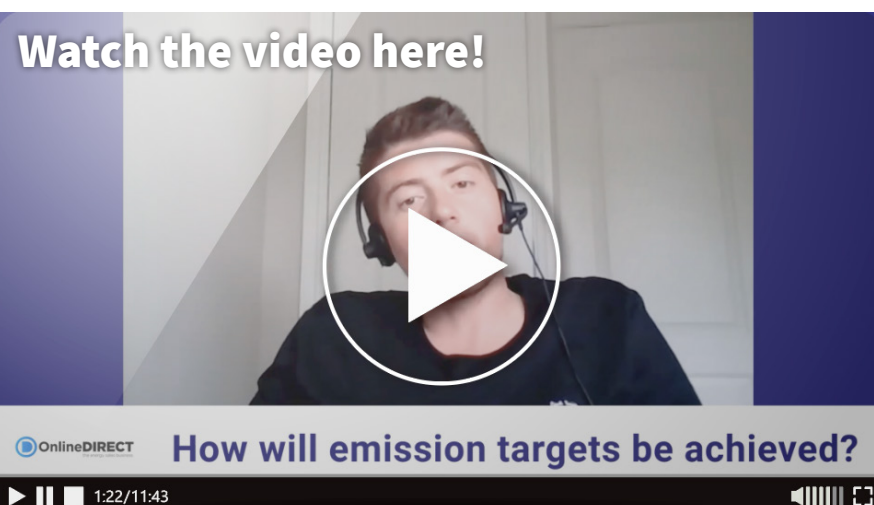
What can I do to reduce my emissions personally?

I think firstly, we can all make a difference by becoming more aware and educating ourselves about sustainability as a whole. It's really important – as is understanding what personal impact we are having on both our local and national environment.

My second point would be, something we hear about quite a lot, and that's us using and consuming less – flying less, driving less. If we reduce all of those things personally, that's going to have a big impact overall.

The final point for me would be being more aware and conscious about what you're buying, and where it's coming from. This includes all consumer products – food, materials and clothing. If we all chose to consume sustainable options, together we would make a big impact.

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CREATIVE IDEAS TO ENGAGE YOUR TEAMS REMOTELY



Kate Fogg, HR Manager at Welcomm Communications

In these strange and changing circumstances that we all find ourselves in, something that's massively important to us is to make sure that we keep connected with our people and our teams engaged in the business.

We recognise that keeping in touch and remaining strong as a team helps us to grow as a business and work together better.

It's interesting when we're talking to people that the meaning of 'connection' differs to each individual – there is no 'one size fits all' approach. From single people living on their own, to homeschooling parents, and couples working in kitchens, dining rooms and bedrooms...

These very different circumstances mean it's important to recognise, right at the outset, that connection will mean something different

to everybody. That is why we as employers must try to find a way of ensuring that we have some sort of program, to try to provide what each person needs to stay connected and engaged.

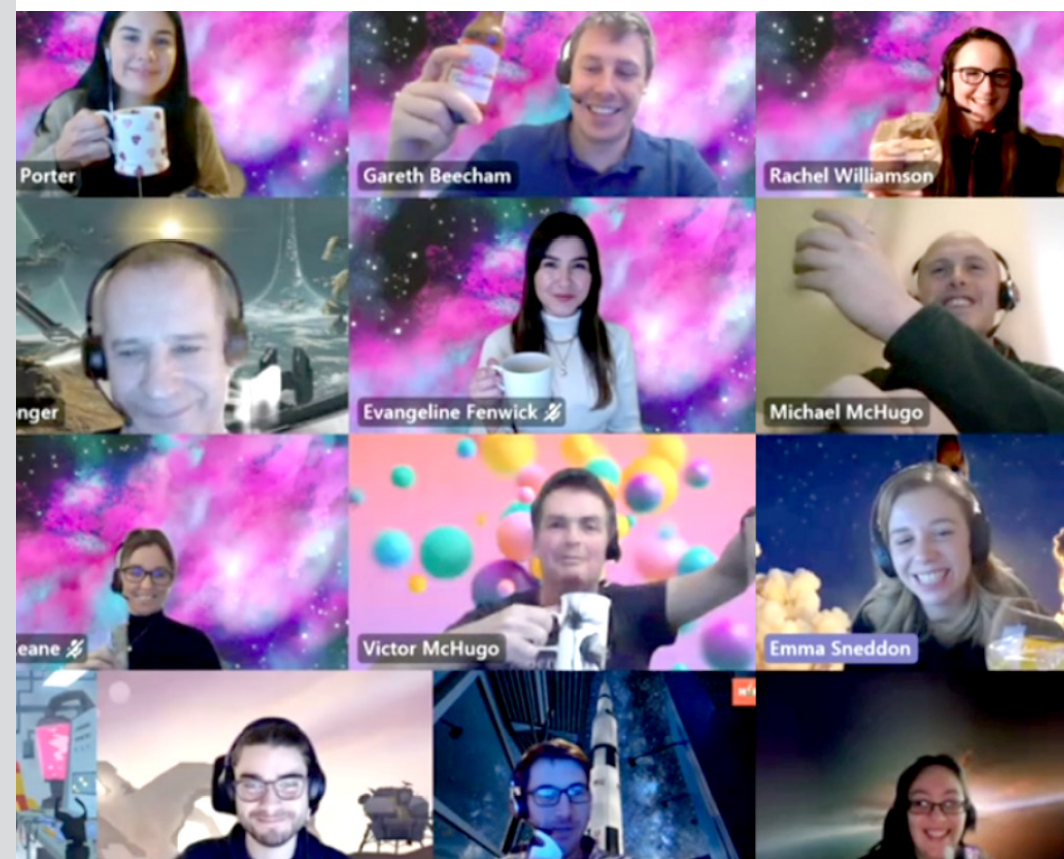
We've tried a lot of things here at Welcomm throughout the pandemic to keep everybody connected, and whilst not everything has worked or remains in place, today I want to share my top five tips that have been successful at our organisation – that we continue to do to this day.



Send staff a treat in the post

12/2/14

Watch the video here!



Send your people surprises in the post.

Sending surprises to your people occasionally causes a sense of excitement! As something arrives through the post, it helps your people realise that you're thinking of them and that they are important to you.

From a commercial point of view, this doesn't need to be a huge and costly exercise... it's just popping something in the post! However, something that we've done quite regularly, the feedback has been really positive – our team tell us that it makes their day.

A great reason to do this is to celebrate cultural events throughout the year! For example, we sent everybody pancake mix and our Financial Director did pancake flipping live on Microsoft Teams during Shrove Tuesday. A great way for us all to meet for breakfast, all from the safety of our own homes. So get creative!

Call your people, just to check in.

Throughout periods of lockdown, as a HR team we tried to ensure that everybody got at least one 'check-in' call a week – just to have a chat and see how people were getting on. A chance to talk through workload challenges, any health issues, or just an opportunity to ask someone how they are feeling (including about their own mental health) remains for some, a real outlet.

Not a HR responsibility alone, our management team took up the mantle by conducting weekly team calls and messaging their teams every day, regardless of where they were working.

So ensure you say hello every morning, no matter whether that's face-to-face, over email or via chat...

That constant connection with people is hugely important and helps people remain engaged within their teams.

Give people the chance to join or run team activities.

We put on activities throughout the week for people to join as they want to. Now these don't have to take a lot of time to organise... for example, we put on an 'activity at three' on a Friday afternoon, where our people can come and join for a cup of tea on Horizon Collaborate. Sometimes we play pictionary online or share a fun fact about each other.

Activities are a great opportunity for people to join for a break, and connect with others outside of their own teams.

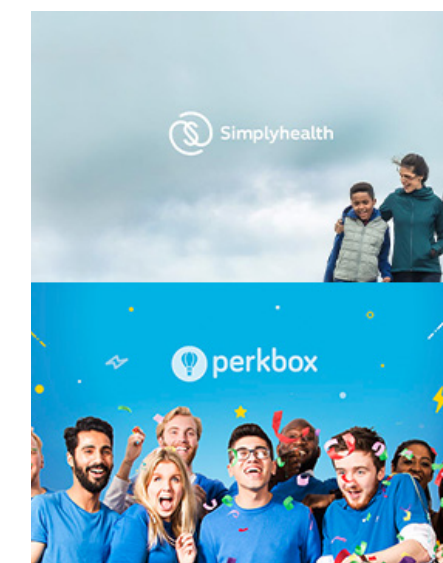
Particularly important for our new starters, as part of our onboarding process, we organise a 'welcome to Welcomm' coffee afternoon on Microsoft Teams to get everybody together and introduce ourselves!

Alongside this, our marketing team also include team news and activity photos in our bi-weekly internal newsletter. Communicating in all of these different ways helps to ensure there's something for everyone, as we understand that each person is different.

Prioritise the health of your people.

Whilst this seems a bit of an odd one to talk about in terms of connecting with, and keeping your workforce engaged, making sure that your people are well looked after and stay in work remotely has been a big priority for us.

Throughout COVID, people haven't been able to get out to see the doctor as easily. Whilst it's been great talking to people about how they're feeling, I'm no health expert... Being able to direct them



to their Simply Health plan, where they can phone up and get hold of a GP 24/7 has been a really helpful resource.

Simply Health will ring them back within the hour and prescriptions can be shipped out, so that particular benefit (that we already had in place within the business), has really come to the forefront. We've seen that this has helped reduce absences from work, as well as signpost people to any additional services they may need, including counselling.

It doesn't have to be a lot, but show that you care.

Overall, if you take one thing from my tips today... tell and show your people that you care about them, and that they're making a difference. If like us, your staff are the 'be all and end all' of your business, and you rely on them to look after your customers, it is really important to demonstrate to your people that they matter.

Whether you give someone a shout out in a team meeting, write a recommendation on LinkedIn, invite them for a Friday night beer on Microsoft Teams, or just send a hand written note thanking them for their hard work... the little things matter and sometimes, can even make the greatest impact.

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Welcomm are a superb business to deal with. So efficient, so polite and incredibly hard working. I would not hesitate to recommend them.

- James Greenlees, Welcomm Communications: Google Reviews

4.9 ★★★★★

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