

INSIGHTS AND INDUSTRY NEWS TO SUPPORT OUR BUSINESS CUSTOMERS

WELNEWS

WELCOMM'S INDUSTRY NEWSLETTER

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THE YEAR 2021

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04 Keeping Veterans Connected This Winter

COMPANY NEWS

This Christmas, we teamed up with Nokia to donate brand new tablets to National Charity Combat Stress. Find out what difference this will make in our latest company news.



Happy New Year!

As 2022 begins, I wanted to say a huge thank you for your business and support throughout 2021. I hope you enjoyed a well-earned break over Christmas, stayed safe and have returned to work ready for another productive year!

Over Christmas, I spent time thinking about our aspirations for 2022 and what it could bring for the team at Welcomm. As our valued customers, I wanted to share this with you – as without you, none of this would be possible.

In 2022, our ambition for both Welcomm and our sister business Leversedge is growth. However, a key focus for us will continue to be the wellbeing of our people, especially as we see remote working continuing.

As an employer of 90+ people currently, the biggest opportunity we see for Welcomm internally is to enhance our staff benefits package. By retaining and attracting the best talent, we aim to support you throughout your future digital transformations, by bolstering in-house expertise and strengthening our partnerships with our wide range of vendors. So that's the plan!

This first edition of our newsletter for 2022 includes a diverse selection of content from our product partners and product experts. We hope you find it valuable. To refer back to our past issues, you can do so on our website – and remember, feedback is always welcome!

Aidan Piper

CEO, WELCOMM COMMUNICATIONS

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KEEPING VETERANS CONNECTED THIS WINTER



Welcomm Team Up With Nokia Mobile To Gift Brand New Tablets to National Charity, Combat Stress

Since the start of the COVID-19 pandemic, many organisations have shifted to delivering their services remotely.

Whilst this may work for most, for those without access to the internet (or a suitable device), such technological barriers have created a digital divide; meaning those 'without' cannot easily access information or readily connect with others, causing isolation and limiting access to knowledge.

That is why in response to COVID, Combat Stress: The UK's leading charity for veterans' mental health, have begun trialling a new initiative that provides tablets and data connectivity to the veterans they support. These tablets act as a lifeline, giving each veteran in need access to the internet to meet virtually with specialists/therapists, access online resources, and remain connected as a community through peer support. These tablets are then gifted to the veterans to keep.

And now into the new year, with the Government continuing to advise the public to avoid non-essential travel, the treatments and support Combat Stress provides to **over 14,000 veterans per year** have moved to a 70% digital, 30% in-person model – making digital

inclusivity more important than ever for the former servicemen and women dealing with issues like post-traumatic stress disorder (PTSD), anxiety and depression.

In support of the new digital Veteran Support Programme, this Christmas, Combat Stress's veteran-owned technology partner Welcomm Communications, together with industry innovator Nokia Mobile, have teamed up to donate brand new Nokia T20 tablets to the programme – to equip more veterans with the technology they need this winter.

Only released in October this year, the Nokia T20 tablet is the perfect solution for veterans accessing online resources, as this brand-new device offers the security, battery life and fast user experience that they will need.

NOKIA



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Speaking of this gesture, Robert Marsh, Director of Fundraising at Combat Stress shared:

"Since the start of the Covid-19 pandemic, we have been delivering our specialist services to veterans online. There are some veterans who struggle to access our digital services though, due to either limited or no access to the internet, so we are providing free tablets to them. However, with our limited financial resources this is not something we can do alone.

With the fantastic new tablets that Welcomm has secured for us through their partner Nokia Mobile, we can now reach out, engage with, and assist even more veterans, enabling them to access vital online therapy programmes and even wider connectivity to family and friends who they may be isolated from.

We are extremely grateful to Welcomm Communications for their continued support. Through donations like this, we are able to continue delivering our life-changing services to veterans across the UK and help them to rebuild their lives."



Chris Ruddle, Finance Director at Welcomm Communications added:

"A veteran-owned business ourselves, we are thrilled to be able to work so closely with Combat Stress.

Hearing about the difference this technology will make to ex-servicemen and women is incredible – the services and support that Combat Stress offers is truly life-changing."



With the demand for mental health support increasing worldwide, so far Nokia tablets have been rolled out to dozens of veterans and the initial feedback from users has been incredibly positive.

So much so that this year, Combat Stress aims to gift a tablet to every ex-service man and woman that needs access to their services (and couldn't otherwise participate virtually). This will likely amount to over 1,000 tablets total.

As a charity that is 75% reliant on public donations, this is an ambitious target to reach.

To support Combat Stress, and empower Veteran support in the new year, visit their website to donate: <https://combatstress.org.uk/donate>

To learn more about Nokia T20 tablets, contact our team today!

Read The Full Story



Rosie Gibbons, Regional Fundraiser Central, Combat Stress



Simon West, Peer Support Coordinator, Combat Stress

ESSENTIAL MOBILE APPS FOR SMALL BUSINESSES

O₂

In partnership with business

Over the last couple of years, we've seen big changes to the way we use our smartphones, with employees increasingly using their phones 'on the go' to do their job. This isn't surprising considering the wide range of business apps available.

From supporting core processes to helping with those frustrating fiddly tasks, apps help business owners and their employees get things done. All from a smartphone or tablet.

Dav Sandher, Head of SMB Products at Virgin Media O2, looks at some of the key activities where a mobile app can support your business. Note: this is not an endorsement of these apps but a starting point for you to investigate and find the one that works best for you.

Let's explore the apps that make a difference:



Communication & Collaboration

Being able to meet and collaborate remotely has proved crucial during the pandemic. And so much of this can be done from your smartphone.

Microsoft Teams enables people to connect through messaging, calls, video chats, document sharing and more, all from one app. This means you can review documents with your supply chain partners, run a webinar for customers, and have an internal team brainstorm, all from the same place.



Security

Cyber security is critical for business survival. You need to protect your devices and those of your employees from viruses, or you might need to track a lost or stolen phone and wipe its data.

A security app like **McAfee** is a must-have here. It can provide protection for laptops and other devices too..



Project & Task Management

Have you ever realised halfway through a project that critical tasks have been missed as team members lose track of which tasks they are assigned?

These apps help you manage projects, meet deadlines and ensure your team is clear about their responsibilities have become increasingly key to ensure the success of remote workers. Popular project and task management apps include **Trello**, **Asana**, **Basecamp**, **Monday.com**



Personal Productivity

Running a small business can be overwhelming. There are a LOT of moving parts. Thankfully, a swathe of personal productivity apps can help you stay organised.

These can involve "to do" lists, task reminders, the ability to add notes in one place and more. You can use it for non-business reminders too, so you always know when it's your turn to walk the dog or feed the cat.

Personal productivity apps include **OneNote (part of Microsoft 365)**, **Evernote** and **Todoist**.



Meeting Scheduling

Is there anything fiddlier than organising a meeting with lots of

attendees? Finding that one time slot that works can be a nightmare.

Here, meeting scheduling apps can do the heavy lifting. They work by creating a poll with a range of potential time slots for your meeting. Your attendees then mark the times that they are able to make.

Meeting scheduling apps include **Doodle** and **Calendly**.



Expenses

Nobody enjoys sorting out their expenses – it's the business equivalent of ironing. But an expenses app can save you from having to wade through piles of tatty receipts every time you do your tax returns. With an app, you can save hours (and tears), and use your smartphone to scan and automatically log your receipts.

Expenses apps include **Expensify** and **SAP Concur**.



Travel Planning

Travel might be limited right now due to the pandemic, but when things pick up, frequent travellers will love a travel planning app. These can help you plan a trip by centralising all your booking information and presenting your itinerary in one place. You'll get reminders of where you need to be at what time, flight change alerts and more.

Travel planning apps include **TripIt** and **Portico**.

Are you interested in how mobile apps like Microsoft 365, Microsoft Teams and McAfee can help you run your business? Get in touch with our team today.

IS YOUR MICROSOFT TENANCY IN A MESS?

A poorly managed Microsoft 365 estate could be costing your business...



*An article by
Pete Marsden,
IT Product
Specialist at
Welcomm*

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Working in partnership with UK businesses, we have seen countless examples of poorly managed Microsoft 365 estates making life harder for IT teams.

From out-of-control mailboxes, to losing track of users, if left unmanaged your Microsoft tenancy can impact productivity and even leave you vulnerable to common mistakes, such as...

1. GIFTING HACKERS ACCESS TO YOUR ADMINISTRATOR ACCOUNT

If your administrator mailbox becomes compromised, whoever accesses this account will have control of your entire estate. They can set up fake mailboxes, put redirection rules on your emails and more, all without you knowing about it. Remember... 91% of cyber-attacks start with an e-mail.

2. PAYING FOR UNUSED LICENCES

We recently spoke with a small business that had 28 unused email accounts! Those unused Business Premium licences were unknowingly costing the business over £400 a month... for nothing. Could this be happening to you?

Proactively manage your estate to avoid wasting money on unused licences.

Included in all of our IT Support contracts, our teams complete quarterly reviews of your IT infrastructure, including your Microsoft 365 tenancy. As part of these meetings, we set aside 10 minutes to verify all of your existing M365 licences, to ensure your business is not being charged unnecessarily, and that you only pay for the licences you need.

Check in with your IT provider, to ensure you're getting the visibility you need.

3. NOT BACKING UP YOUR MICROSOFT 365 DATA

One of the most shocking facts for businesses is that their cloud-based data is NOT automatically backed up! In fact, if you review Microsoft's terms of service, you will find that they only offer a 30 day retention for deleted emails, and 14 days for deleted SharePoint data!



Proactively manage your Microsoft 365 estate to avoid wasting money on unused licences.

4. NOT USING MULTI-FACTOR AUTHENTICATION

Multi-Factor Authentication, or MFA for short, adds an extra level of protection to any login attempts made by a user. For example, you can ask users to authenticate their logins via a six digit code sent directly to their work phone.

Due to the sharp increase in phishing and malware attacks during the COVID-19 pandemic, Microsoft now require all new accounts to set up MFA. However, if your business is using older accounts, or if you only access your emails through Outlook, you may not have already enabled this for your teams.

The good news is your IT partner should be able to help you avoid these mistakes.

If you're struggling to get help, our team can give you the visibility that you need in a free and remote Microsoft Tenancy Insight session. Book your free session today to get cleaned up this new year:

Book Your Free M365 Tenancy Insight Session

Plus, get one free month of Microsoft 365 when you add your licences to your O2 Business phone bill with us at Welcomm! Speak to your Account Manager to get started.

"Should I Lock In My Business Energy Rates?"

Making the right choice for your business in a volatile Energy market.



UK Energy Crisis: Should I Lock In My Business Rates?

Answering common questions to help you make the right choice for your business in a volatile energy market.

Throughout 2021, we saw wholesale energy prices rising sharply following a 'perfect storm' of global crises. In the face of soaring costs, we watched as several suppliers including CNG Energy cease trading after decades in business, resulting in hundreds of staff facing redundancy and tens of thousands of business customers (including schools, restaurants and hotels) unsettled as OFGEM source alternative providers.

In such a volatile market, it's no surprise that our customers are asking the question: "Should I lock in my business energy rates now, or wait?"

Throughout the recent saga, a flurry of carbon-cutting pledges from governments at the UN Cop26 summit also hit the headlines, demanding action from us all to counteract disastrous levels of global heating. With this in mind, more and more businesses are starting to consider:

| How can I enhance my green energy credentials, whilst...

| Ensuring I lock in the most competitive rates, and...

| Avoid choosing a supplier that may go bust in the near future?

To help your business make your next move your best move, today I want to share answers to real customer questions to encourage you to act... Helping you understand how delaying your switch, entering into a variable tariff or signing up to a shorter contract term (in the hopes that rates will fall next winter) could be extremely costly for your business.

I've heard that I should stay on a variable rate tariff until the market stabilizes. Is that true?

Whilst this may be the best option for residential/domestic customers due to the protections offered by OFGEM, I would not recommend businesses transfer onto a variable rate tariff.

The OFGEM price cap only applies to residential customers, and as such, there is no price cap in place for business energy rates when you sign up to a variable tariff. The good news? Competitive deals are still available.

Before switching with Welcomm, a customer recently forwarded us a variable rate quote they had received for their gas meter from one of the 'Big Six' suppliers.

In November last year their daily standing charge was rated at £0.949p, with a unit price of £0.072p. Our Energy experts were able to help this customer find a deal from another 'Big Six' supplier at a greatly reduced standing charge of only £0.25p, saving them over £3,000 per annum on their utility bills.

Would you recommend signing different meters up at different rates? Should I just sign for 12 months?

In the current market, 36 and 24 month tariffs remain the cheaper option for businesses. Because wholesale energy prices remain high, suppliers are hedging prices for longer term contracts. With market volatility set to continue throughout 2022, this means that in

the long term, longer tariffs are the best financial decision.

Signing different meters for different contract lengths is certainly also an option we can help with. However, do bear in mind that annual costs for 36 month offers remain cheaper than the 12 and 24 month offers.

My advice to all businesses looking to save on their utility bills is to Act Now to Avoid Bill Shock. To illustrate just how much delaying utilities could cost your business in the current market, here are some example quotes from a customer we supported to find a better deal.

Each of the quotes below are for the same electricity meter, quoted with the cheapest offer available on dates roughly a month apart. As you can see, the difference is rather shocking, and represents the rate at which wholesale energy prices increased in 2021.

12/08/2021	£7,617
12/09/2021	£9,246
28/10/2021	£10,954

“By signing their renewals immediately in August, this customer could have saved approx. £3,300 per annum, versus October's prices on this one meter alone.”

If your energy supplier has gone bust, there's no need to turn off the lights. An Energy Broker like Welcomm Energy will be able to source you an alternative supplier and help ensure you aren't charged exit fees!



I keep hearing about suppliers going bankrupt – will this happen to me?

Currently the majority of suppliers exiting the market or ceasing trading belong to the domestic sector. However, this does not mean that Business Energy suppliers are immune from the impact of higher wholesale energy costs – a hard truth that has been seen recently with the collapse of business energy supplier CNG Energy.

Whilst we cannot guarantee any supplier will remain unaffected, as trusted advisors our Energy personnel abide by the TPI Code of Practice. In line with the TPI code of practice, we will only recommend suppliers that have tried and tested customer service processes.

If your supplier does enter administration, you will likely be able to leave them immediately, and we can help guide you to a new supplier offering the most

competitive rates. To ensure your gas and electricity supply continues uninterrupted, OFGEM have robust processes in place to protect consumers. Learn more about how you're protected here.

Make Your Next Move

For support, book a call back today or submit your current bills for a quotation. Understand your options – it couldn't hurt!

Book a Call Back with Energy Expert Nicola Arthur



IS THE 9-5 OVER?

Here are the three trends reinventing work-life balance...

When asked by the UK Government Behavioural Team, most jobseekers (90%) said they'd prefer shorter working weeks or more flexible hours if given the chance – whether through remote working (60%), flexitime (54%), or reduced hours (26%).

And it's not just jobseekers.

O2's own research observed a significant shift in employee expectations about how they want to work in the future. 61% said that they feel remote working should

be the new default, while 85% of employees said they want to work flexible hours.

Now, with COVID-19 continuing to transform how many of us work, employers have the chance to evaluate working hours and the work-life balance to provide these opportunities. And we're already seeing it happen.

But what benefits can new, more accommodating work patterns offer your organisation? And what steps can you take to ensure flexibility – PLUS improve employee wellbeing and productivity?



1. Choice of working hours

With the pandemic forcing many of us to rethink where and how we work, a new era of flexible working is already here. Surprisingly, one thing has become clear during this time – flexible working is actually effective. And you may have a lot to gain by making this flexibility permanent. Several leading organisations are already leading the charge.

In 2021, Salesforce declared that “the 9-5 workday is dead”. Instead, introducing a number of flexible working options, in an effort to create a better work-life balance for its employees. **From a small-medium business (SMB) perspective, this is something we too have rolled out across Welcomm this year;** providing our staff with the flexibility to work earlier and finish later, or to start later and work until close – helping our people achieve a better work-life balance, all whilst supporting our customers without any disruption to service.



2. A reduced working day

Another way some companies have looked at improving the employee experience is by shortening the working day to only six hours – a model that's been shown to improve productivity, employee happiness and quality of service.

The [City of Gothenburg](#) had particular success when it trialled the model, introducing a six-hour day for care home workers. During the trial, care nurses were less stressed, took far fewer sick days, and provided a higher standard of patient care. However, a shorter workday isn't suited to all types of work.

For example [a marketing consultancy firm](#) that shortened its hours to 9am to 4pm and mandated a one-hour lunch break found the model ill-suited to its web development, which was already hard to fit into a time-constrained day!



3. A four-day working week

The most popular model for a shorter work week, the benefits of a four-day week for some businesses are clear. **One study found** 78% of organisations that introduced the model reported happier staff, 64% reported improved productivity, and 63% reported being able to attract more talent.

Many organisations have already trialled the four-day week to resounding success. Following one month-long trial in 2019, **a Microsoft subsidiary** saw productivity improve by 40% over the previous year. Meanwhile, when **MRL recruitment** tried out a four-day week, it reported higher staff retention, a 25% productivity increase and a 40% reduction in short-term absence.

Fast-forward to 2022, and it could offer benefits beyond your immediate organisation. With COVID-19 still having a significant impact on the global economy, a four-day work week could give a much-needed boost to domestic tourism too.

Thinking Outside Of The Box...

The transition to more flexible, dynamic working hours has long been on the horizon. After all, changes like four-day weeks are not a new idea – and flexitime has been a popular choice for many organisations for years.

However, as the pandemic has accelerated the need for greater flexibility, providing a better work-life balance and employee experiences is now key for even small-medium businesses to attract and retain the right talent, as well as ensuring happier, more productive employees.

[View The Report Here](#)



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6 WAYS YOU CAN SUPPORT REMOTE WORKERS AT YOUR BUSINESS

According to reports, only 9% of us worked remotely before the pandemic. Now, two-thirds of UK adults have become remote workers, at least part of the time.

Companies across the board have had to pivot to facilitate remote employees. Remote working is proven to enhance productivity by more than 20% in some cases. However, it's still imperative that managers provide remote workers with the support they need. Otherwise, projects can suffer, morale can drop, and employee engagement can deteriorate.

Fortunately, there are various impactful ways businesses can assist remote workers.

Are you keen to find out how you can help your offsite workers be as productive as possible? Keep reading to find out the 7 top ways you can support your remote employees.

1. Communicate frequently with offsite workers

One of the most effective ways you can support remote workers is through frequent communication. By checking in regularly and ensuring all team members are kept in the loop, you can ensure everyone is on the same page and know what they are meant to be doing and when. It also keeps remote employees on track and accountable.

Good communication is always essential, but even more so with offsite employees. Without clear and frequent communication, projects can stall, deadlines can slide, and tension can develop. Keep in mind though, this does not mean you should be breathing down remote workers' necks... Don't micromanage and avoid checking in constantly to monitor how much a remote employee has gotten done.

“**Don't only rely on email and text-based communication. Instead, make a point to schedule phone calls and team video meetings.**”

Instead, make remote workers aware that you are checking in to ensure they are okay and to be a source of support and assistance.

Lastly, make sure you don't only rely on email and text-based communication. Instead, make a point to schedule phone calls and team video meetings.

2. Leverage the right technology to keep remote employees connected

Besides communicating frequently, you also need to implement the right technology and tools so that employees can stay connected.

For instance, if your business has yet to use collaboration software such as Microsoft Teams, now is the time. Microsoft Teams enables remote workers to communicate, share files, meet and more.

If you are already using MS Teams, you can enhance its functionality through Microsoft Teams Direct Routing. Direct Routing allows you to enjoy free calls and receive calls that are external to your business.

Besides this, you also want to look into subsidising remote employees' internet and mobile services. If employees are struggling with connectivity issues, this can be a significant stumbling block.

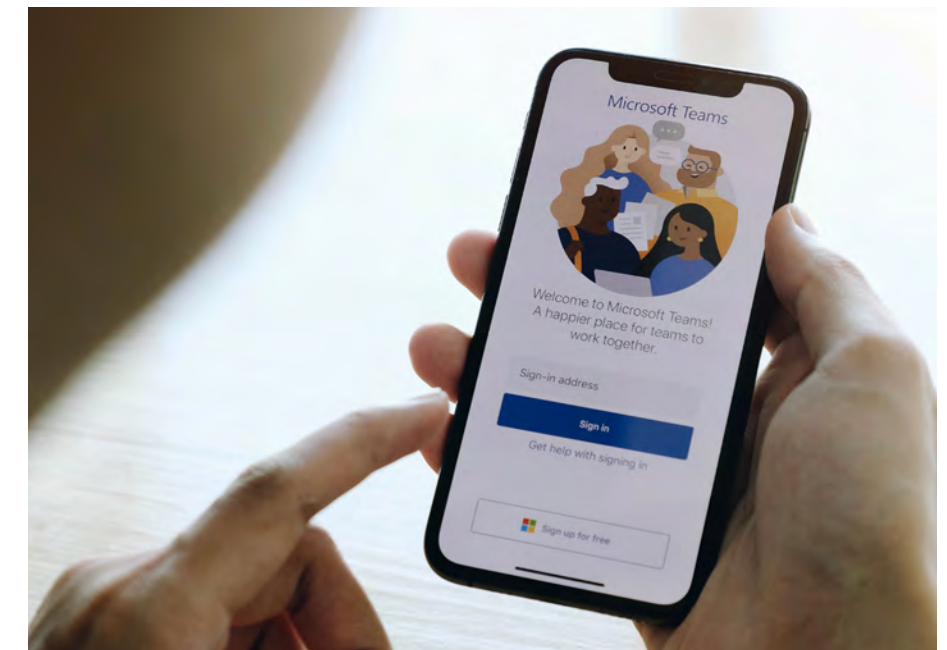
3. Facilitate emotional and social support

One study revealed that 46% of remote workers experienced loneliness during 2020, with younger workers the worst affected.

Loneliness can impact productivity, energy levels, and creative problem-solving. Keeping remote employees connected socially makes it a priority to incorporate virtual hangouts and social activities like:

- A video happy hour
- A dedicated space in your collaboration tool for water cooler conversations
- Team challenges
- Accountability groups
- Daily catch-ups

To help your remote workers maintain a positive headspace, you can also make a point of sharing uplifting articles, podcasts, mental health practices, and self-care tips.



4. Allow for a level of flexibility for remote workers

One of the benefits of working in an office is that it's a dedicated area for working, with reduced sources of interruptions.

Our homes, however, are not generally like this. If your remote employees live with family, roommate, spouses, or have children, this can impact their workspace.

If you want to support your offsite employees, a considerate way to do this is to give them a little extra flexibility in their day. This could look like letting them set meeting times with you rather than vice versa or being open to them working afternoons and nights.

5. Set clear goals

Although it's essential to allow for flexibility, it's also vital that you set clear goals. That way, remote workers know what needs to happen and by when.

If you have set clear goals for your remote employees, this will allow them to be more effective. What's more, working towards common goals is also unifying and great for employee engagement.

6. Share encouragement and remote working best practices

Support your remote workers by sharing resources with them. This could be via a weekly email or daily posts reminding remote employees to do things like drinking water, stretching their legs, or eating a healthy meal.

Lastly, ensure that you recognise the achievements of remote workers. It can be easy for remote employees to feel disconnected and that their work is not seen.

As often as you can, fire up morale by commending your team on the work they have done and celebrating progress!

Becoming a “remote business” can save you on costs, but the transition can be tricky.

Do you need assistance with unifying your business's communications, both on your customer-facing fronts and for your remote teams?

If so, contact us or speak to your Account Manager to determine how you can save money and streamline connectivity through our range of solutions.



3 TIPS TO STAY SECURE WHEN WORKING REMOTELY

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With 43% of online attacks targeting small businesses¹, whether you've built a business from the ground up or you're a medium business looking to scale, it is more important than ever to stay secure when working remotely.

We recommend focusing on what matters:

1. CARE FOR CUSTOMER DATA AS IF IT WERE YOUR OWN

To differentiate your business on service, you need to keep your customers' confidence.

Your business depends on their data and trust. In fact, 33% of UK organisations say they have lost customers after a data breach¹.

2. GET PROTECTED SO YOU CAN WORK ANYWHERE

85% of enterprises let workers use personal devices to access corporate data¹.

The truth is, this lack of visibility when working from anywhere increases your chances of a cyber threat.

To mitigate the risks, secure every device in use with an anti-virus tool like McAfee. One licence can cover up to five devices!

3. BACK UP YOUR MICROSOFT 365 DATA

The biggest security threats to small-medium businesses (SMBs) include unsafe remote access (opening security loopholes in your network), and a lack of training

or awareness across your teams (making them more vulnerable to attack). After all, 88% of UK data breaches are caused by human error².

The good news is, there are many simple steps you can take to keep your business safe.

Together with O2, technology partners like EMC member Welcomm Communications can add the business apps you need onto your phone bill –for easily managed subscriptions and added visibility.

To get started with Welcomm, take a look at our latest offers below!

1 - <https://tinyurl.com/securewitho2>

2 - <https://www.csoonline.com/article/3440069/uk-cybersecurity-statistics-you-need-to-know.html>

Add Digital Apps To Your O₂ Mobile Bill

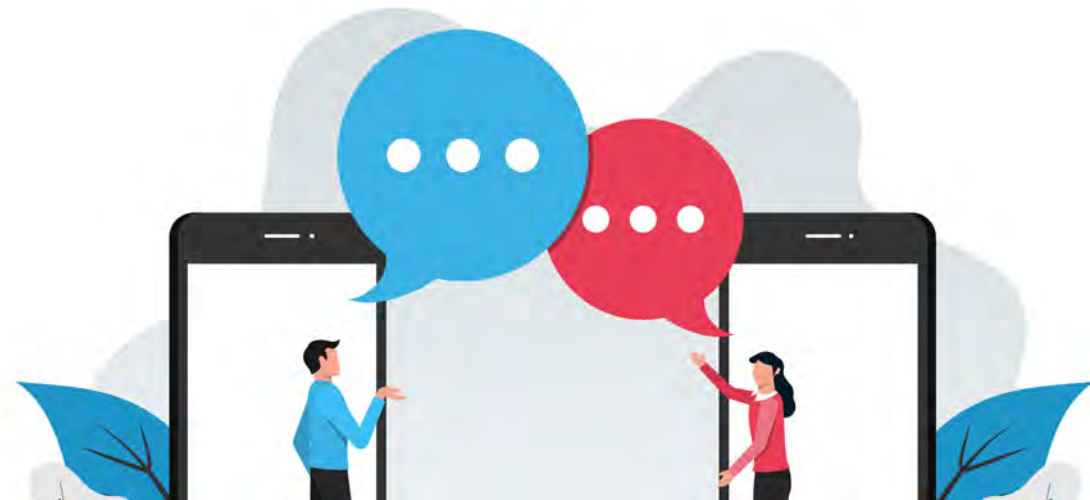
From £3 per user!

welcomm.co.uk/business-applications

Clean Up with one FREE month of Microsoft 365*

*Available when you add your M365 licences to your O2 Business phone bill with Welcomm. Terms apply.

Welcomm Communications Limited Together with **O₂ business**



IMPROVE CUSTOMER SATISFACTION BY EMBRACING WEBCHAT

In today's highly competitive environment, every customer expects an above-average experience. Just like us, you may believe that the success of any business depends on customer care. After all, 85% of customers would rather spend more money with a company that consistently delivers an excellent level of customer service¹.

We have found there to be two key components to exceptional customer service – highly qualified and skilled customer service agents, and a solution that meets your customers' requirements. Without both components, companies struggle to provide customers with the customer experience they expect and demand.

Now that we're in 2022 (can you believe it!) people will continue to communicate with businesses through various different channels. You may think that email and voice are enough for your business, but with webchat's popularity on the

rise (especially amongst younger generations), employing this channel will prove vital to your communications strategy – it's an evolution of the traditional business phone system.

In fact, research shows that webchat has become the leading digital contact method for online customers² as a staggering 46% of customers prefer webchat compared to just 29% for email and 16% for social media.

How including webchat in your customer comms strategy can benefit your business.

1. Improve your customer experience

The top reason why customers prefer to use webchat is that they get their queries answered immediately. 79% of customers preferred to speak to an agent via webchat³ because they wanted a swift response. Webchat allows customers to reach out at the exact



Don't only rely on email and text-based communication. Instead, make a point to schedule phone calls and team video meetings.

moment they have a query or a problem they need solving without having to go through the lengthy process of contacting the support team via email or phone.

A good support experience means happy customers, which results in positive word-of-mouth marketing.

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2. Increase customer acquisition and onboarding

Webchat can be a great way for prospective and new customers to connect with your brand, without having to commit to a purchase or subscribe to your services straight away. This gives prospective and new customers time to research and find out as much as possible about your business and the products and services that you offer, as well as building trust with the agent they are speaking with.

3. Benefit sales and ROI

Dependant on the type of business you run, webchat can also be a good channel to increase your sales. For example, if a customer were to contact an agent on webchat with an issue, the agent could build rapport with the customer whilst attempting to solve the issue. If the agent sees an opportunity, they

can suggest additional products or features to the customer.

According to a recent study, 38% of consumers are more likely to purchase from a company if they offer webchat support.⁴

4. Offer a personalised service

Asking customers for their contact information before initiating a chat personalises the service that they will receive. With this information, your webchat agent can search for the customer's account information via your CRM system from the contact information they have received. Your agent will be able to see any pending or open requests and provide updates to your customer. This saves time for the agent and the customer does not have to repetitively give out information.

5. Reduce costs and improve efficiency

Implementing webchat is cost-effective, as it allows agents to handle multiple interactions simultaneously. As a result, agents can solve more customer queries in a shorter period of time, reducing reliance on resources and therefore decreasing customer service costs.

¹ - <https://www.liveandlearnconsultancy.co.uk/why-is-customer-service-important-business/>

² - <https://www.superoffice.com/blog/live-chat-statistics/>

³ - <https://www.superoffice.com/blog/live-chat-customer-experience/>

⁴ - <https://www.crazyegg.com/blog/live-chat-software-solutions/>

In Conclusion...

Relying on just one or two old ways of communicating with customers is over! Thanks to webchat, you can deliver the perfect customer experience, whether that be through one-to-one human conversations, or through automated interactions with the help of a chatbot.

Webchat is now the go-to channel to engage with customers and prospects – and something we are about to launch ourselves at Welcomm using Horizon Contact; the new contact centre solution from Gamma.

By employing a cloud-based omnichannel solution, you easily incorporate webchat into your wider communications strategy.

Learn more about Horizon Contact (and book a free demo) here: <https://welcomm.co.uk/horizon-contact>

Book a Webchat Demo

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