



How to work flexibly

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Flexible working for your business

Flexible working means your people can work the way that's best for them and your business. With the use of smartphones, car kits, wifi, and mobile broadband dongles, your people can work from home or on the move. So they'll be happier and more efficient. In fact, 78% of people say flexible working makes them more productive¹.

Flexible working doesn't have to be hard or expensive.

This guide will show you how to move towards a more flexible way of working.

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¹ http://www.flexible-working.org/downloads/actnow_flex_final_report.PDF



1 How to organise meetings with people in different locations

Travelling to meetings costs time and money. Use conference calls to talk to people who are spread out across the country. Adding video makes a difference too. With FaceTime on iPhones and iPads, Skype or similar services, you can show samples, take people on a tour, or pick up on body language for better communication. Use instant messaging services like Google Talk, Instant Messenger, Microsoft Lync or BlackBerry® smartphone Messenger™ for real-time collaboration.

Jenny works in marketing. She's based in London and needs to arrange a planning meeting with a design agency in Manchester, and a client based in Bristol. With a conference call facility in place, Jenny doesn't need to arrange a face to face meeting. This saves travel costs and means the meeting can happen sooner. And if Jenny has a question for a colleague during the call, she can use instant messaging to get a quick response.

What to do



Set up a conference call facility



Check out what you could do with FaceTime and other video conferencing tools



Set up instant messenger on your smartphone, office PC or laptop



How O₂ can help with setting up a conference call

O₂'s Group Conferencing enables you to **talk with up to 39 people at the same time** on the same line. Our customers can register for free. Time spent using O₂ Group Conference comes out of your minute allowance. **So there's no extra charge to your business.**

- To register, call **0844 879 7803** or **2255** from your O₂ mobile
- **Select option 4** and the operator will give you a PIN number
- To host a conference call, **dial 322** from your O₂ mobile

2 How to make a day of meetings more productive

A day of meetings is often filled with time between appointments. Turn this into productive time with flexible working. Use a smartphone or a laptop with a dongle to check and reply to emails, and get mobile access to collaboration tools like Sharepoint. Make meetings more productive too. Use apps that allow you to take notes digitally or create quotes. Use your time more effectively so there won't be so much work to catch up on in the evening, creating a better work/life balance.

Anna works in sales and has a day of back-to-back meetings at customer sites. One meeting is cancelled half an hour before it was due to take place. She picks up the cancellation on her smartphone calendar and uses the time to catch up on emails. She logs on to the company network to fill in her day's contact report, using a dongle to connect via mobile broadband.

How O₂ can help setting up your smartphone

If you need help setting up email or syncing your calendar or contacts to your smartphone, **our O₂ Gurus can help.** They're based in stores around the UK so you can **drop in for help and advice any time.** And if you're an O₂ customer our O₂ Gurus for Business can even visit your office if you have lots of smartphones to set up.

What to do



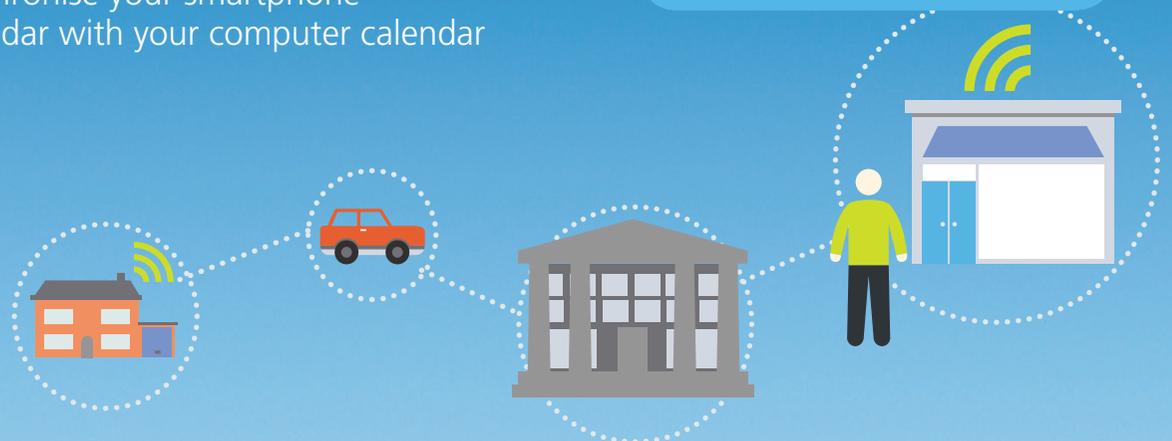
Set up email and sync your contacts to your smartphone



Synchronise your smartphone calendar with your computer calendar



Get a dongle for mobile internet access



3 How to recruit and retain the best people

Use flexible working to attract the best people to your business. Then you can recruit people even if they can't get to the office every day. And the benefits and work/life balance that flexible working provides means great people are likely to stay longer.

Joy has been offered a job as a reporter for a food and drink magazine. She's based over 100 miles away from the offices. But Joy has accepted the job because with call forwarding, a smartphone, VPN and broadband connection she can work from home. And the chances are she'll stay longer, because of the control she gets over her work/life balance.

What to do



Get a VPN



Set up laptops to connect to your home broadband



Set up call forwarding



How O₂ can help with setting up call forwarding

Call forwarding means your incoming calls can be forwarded (or diverted) straight to your home, office, or to almost any telephone anywhere in the world.

Visit o2.co.uk/sme/businessservices/callmanagementservices for more information.

4 How to use one phone for everything

A smartphone can be two phones in one, so you can use it for both personal and business calls. Set one ringtone for your personal contacts and another for everyone else, then you can answer appropriately.

Joe is a plumber and he's got enough equipment to cart around without having to carry two phones. So he uses his personal phone for business, but likes to answer it the right way. He has a BlackBerry® smartphone that lets him assign different ringtones to certain contacts. So he knows when a call is personal or business and can answer accordingly. And with products like BlackBerry® Balance™ he can keep his personal and business data separate too, for added security.

What to do



Check if your phone can have more than one ringtone



Match ringtones to your contacts



5 How to make a long commute, productive

Use your daily commute as additional time to be productive. In a train, bus or taxi, use a smartphone or tablet to check and reply to emails and return calls. Or use a hands free car kit so calls can be answered safely on the drive to work. Use this time effectively and there won't be as much work to catch up on in the evening.

John works in TV and has to travel into London most days. The commute takes 90 minutes each way on the train, and working from home is not an option. By setting up email on his smartphone, a wifi enabled tablet or mobile broadband dongle for when wifi isn't available, John has the option to make his daily commute productive.

What to do



Set up email on your smartphone



Find out if your train or bus station offers wifi



Get a dongle for when wifi isn't available



Using a mobile broadband dongle

If you're in range of a mobile phone signal, then you can access the internet using a mobile broadband dongle. Simply plug the dongle into the USB port on your laptop. **The dongle usually installs automatically, taking only a few minutes.** Now you can surf the web and pick up emails in the place that suits you best.

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How to keep working in unexpected circumstances

We've had snow, floods, and even ash clouds. Prepare a plan to keep connected in unexpected situations, and if your people can't get into the office, find a way for them to work at home. Use a virtual private network (VPN) so your people have remote access to company files using their home broadband. And use a smartphone or tablet to send and receive emails – just make sure your people have a data Bolt On for email and internet. Use conference calls and call forwarding to communicate, whatever the weather.

Danny works in sales and has an important meeting but heavy snowfall means he can't drive. Buses and train services are also cancelled. He uses the wifi network in his house to access his work email and files through his smartphone so he can make the meeting a conference call instead. So business continues as normal.

What to do



Set up data on smartphones



Forward business calls to your people's preferred numbers



Set up a conference call facility



Consider setting up a VPN so your people have full access to the server



Connecting your device to a wifi network

If you are within range of a free wifi network, here's how to connect your device:

- Select 'connections' in your device settings
- Enable wifi
- Select the free wifi network you are in range of

o2.co.uk/flexibleworking

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