

ID2 Media is ready for anything

For the video production company,
being ready means always being available
to clients and customers

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“ Whether we’re out in the field or on location, people need to contact us. We need to be able to respond to opportunities twenty-four hours a day, seven days a week. It’s important that we’re always ready to face challenges. ”

Mark Poole
Managing Director
ID2 Media



Creating videos all around the globe

ID2 Media creates video content for some of the biggest brands in the world. From idea conception through to filming and editing, the company has a complete in-house team managing every aspect of production.

For ID2 Media, staying in touch is crucial. That's because most of the time, the video production company isn't operating from the office. Whether it's staff on location or crew in a studio, ID2 Media's team of creatives are always on the go and always in demand.

Staff at ID2 Media needed more than just a simple mobile phone solution. That's why the company looked to Vodafone to implement its One Net Business solution, a joined-up fixed and mobile solution designed for small and medium businesses.



Challenge

Improve the efficiency of communications and staff availability across the business

Allow clients and customers to interact with staff across mobile and desk phones, even when staff are out of the office

Ensure better cost-predictability for staff when travelling abroad



Solution

Vodafone One Net Business is a secure, cloud-based phone system that joins ID2 Media's fixed lines and mobiles

Desk phones and mobiles are connected by one number, so customers and clients are always able to reach a staff member

Roaming with Business Traveller tariff for fixed-cost calls and data when travelling abroad



Benefits

Using One Net Business calls can be redirected, so staff never need to worry about missing a call

Improved staff productivity through ability to divert calls to mobile with Hunt Group feature

Improved cost predictability when travelling abroad, staff can keep track of projects despite being away from the office

Better account management by bringing together fixed lines and mobiles onto one simple contract

Always ready for challenges

Whether it's small, intimate videos or large commercial productions, ID2 Media creates video content for some of the world's biggest names. With a dedicated team of producers, editors and designers, the company has been creating new and visually interesting videos for almost twenty years.

"When I was a kid, I loved movies, and I like the idea of telling stories. Around twenty years ago, I got into video production based in the north west of England. The business I was working for started to thrive and that's the business I bought and the business I've got today," says Mark Poole, Managing Director at ID2 Media.

The face of the video industry is an ever-changing one, and is something ID2 Media and its team need to remain aware of. It means staff could be travelling between cities or even countries at short notice, with plans and logistics constantly subject to change.

"The challenges that we face are the unpredictability of the business. We have to turn around projects very quickly and plans are changing all the time. We're a very mobile business and are often travelling all across the globe," says Mark.

ID2 Media's success is built on its positive relationships with clients and customers. But in order to maintain these relationships, staff need to be able to respond to calls quickly and easily, no matter where they are.

"We're out in the field, we're on location, and people need to contact us. So, we need to be able to respond to opportunities and to calls

twenty-four hours a day, seven days a week. It's really important that we're always ready to face any challenge that comes our way, and having a reliable phone system is part of this," says Mark.

The company wanted to introduce a phone system that gave staff the flexibility the job demanded. This meant implementing a joined-up phone system that allowed calls to be passed between mobiles and fixed lines. ID2 Media worked with Vodafone to implement One Net Business to support them in their communication needs.

“Vodafone One Net Business has enabled us to stay connected to customers. We're always contactable and can always put our customers first, thanks to that support that it gives the business.”

Mark Poole
Managing Director
ID2 Media

A joined-up phone system

The staff at ID2 Media immediately saw the benefits of using Vodafone's One Net Business phone system and its many features designed to simplify the way staff speak to customers and each other.

One of the main features of One Net Business is the ability to link desk phones and mobile phones. ID2 Media's team all have personal mobile numbers, but with ONB, also have the ability to pass their calls between their desk and mobile phones.

This means that customers and clients can contact staff much faster than before. Staff are safe in the knowledge that if they are out of the office, their calls will be directed straight to their mobile phones.

One Net's 'Hunt Group' feature also means that whenever a call comes through to the office, any number of colleagues can answer it and respond immediately. This means that if a staff member is out of the office and unavailable, a call intended for them will still be answered by somebody inside the business.

"The great thing about One Net Business is that, let's say one of the producers or myself is tied up, we can have hunt groups within the office, so if there is an enquiry we can rest easy that the call will be diverted and taken by somebody within the business. So, we are really ready for every opportunity," says Mark.

Vodafone One Net Business is designed to allow staff to communicate more effectively with both clients and customers.

By implementing One Net Business, ID2 Media benefitted from a system that allowed staff to focus more on creating great content and less on ensuring a call reached the right person.

Ready for any opportunity

There are several benefits that One Net Business has brought to ID2 Media, but perhaps the main one is the freedom staff now have to be able to focus on their jobs with the peace of mind that calls and correspondence are managed properly.

"Vodafone One Net Business has really enabled us to stay connected to customers. We're always contactable and we can always put our customers first, thanks to that support that it gives the business. So, we can worry about making great videos, and that's really what we're about," says Mark.

Along with increased productivity, ID2 Media has a much clearer idea of what calling abroad will cost thanks to Vodafone's Business Traveller tariff. Now, staff no longer need to worry about using their phone abroad, and know that if they do, the cost of usage is known and fixed.

This peace of mind also means that staff are not stifled by the costs of communicating abroad, and are instead supported by a tariff designed to enable frequent travel.

"Ultimately, with the help of Vodafone One Net Business, we're ready for any challenges the future may bring. By enabling staff to be more prepared and answer calls wherever they are, we're able to focus on what we do best, which is make great videos and content," concludes Mark.

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