



“We’re having a lot of success with Vodafone One Net Express because the ability to have multiple landline numbers come through to our mobiles is helping us expand the business in new areas.”

*power to you*



“It’s safe to say that I’m saving around 33 per cent on call costs with Vodafone One Net Express. I believe that we’re getting maximum value from the solution and helping the business grow.”

Oliver Warren, Managing Director, Letco

**Lettings agency Letco is growing quickly, offering landlords a better service for around half the fees of most other agencies. It means the small lettings team is always on the go, viewing properties and meeting up with new clients. There was just one thing standing in Letco’s way – employees being able to stay in contact while travelling. With Vodafone One Net Express in place, this is no longer an issue, giving the business the tools it needs to grow.**

### The Challenge

Oliver Warren launched his lettings agency convinced that he could offer landlords a better deal.

He believed they were being over charged and poorly served, so he started Letco in Southampton with the idea of disrupting the status quo in the lettings market. He was sure it would work. “Our plan was to give landlords great service for virtually half the fees they were currently paying. We wanted to re-write the rules,” he says.

Letco got off to an excellent start, so Oliver hired a Property Manager to work in the office and a Lettings Negotiator to deal with clients – giving him more time as Managing Director to focus on expanding the company. He says: “I saw huge potential in applying the Letco formula to other towns and cities across the UK, including London.”

Despite his enthusiasm, however, there was a major hurdle standing in his way. “It would be harder for us to keep in contact with customers because we would be on the road for longer, travelling further afield to view more properties and meet more clients,” he says.

Oliver knew there were mobile devices out there that could give employees access to email while travelling, and also help ensure they never missed a call. But it wasn’t as easy as just signing up to the first deal he saw. “I wanted to keep everything simple,” he says. “I didn’t need the hassle of managing one supplier for landline services and one for mobile services. Also, I didn’t like the idea of giving customers two numbers to remember.” This is when Oliver first heard about Vodafone One Net Express, which merges calls to landlines and mobiles so businesses never miss an enquiry, and customers have just one number to use.

A man with short dark hair, wearing a dark blue suit jacket, a white shirt, and a purple tie, is shown in profile from the chest up. He is smiling and holding a mobile phone to his ear with his right hand. The background is blurred, showing what appears to be an indoor setting with warm lighting and other people in the distance.

“It was obvious that Vodafone One Net Express could be really useful. With it, if I can’t pick up a call for any reason, one of my colleagues can.”

Oliver Warren, Managing Director, Letco

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### Discovering a complete solution in a single offering

When Oliver learned more about Vodafone One Net Express, he discovered that the company would be issued with BlackBerry® devices to make and receive landline calls. Even better, it would gain a suite of easy-to-use call management features that included hunt groups – where a caller can be routed to all employees – music on hold and call transfer. In addition, with just one phone on a simple flat-rate tariff, there would be unlimited internal calls and Oliver could offer property owners local landline numbers to call, giving the business a real presence in every town or city it wanted to target. He says: “It was obvious that Vodafone One Net Express could be really useful. With it, if I can’t pick up a call for any reason, one of my colleagues can.”

Oliver and the company’s Lettings Negotiator Lloyd O’Neill both received BlackBerry devices featuring Vodafone One Net Express. Within weeks, the solution was having an impact on the company’s growth, with business enquiries from landlords increasing by 15 per cent. “We advertised in nearby Portsmouth using local landline numbers that came straight through to our BlackBerry devices. We started to attract a lot of interest and neither of us missed an incoming call,” comments Oliver.

### Driving growth through greater freedom

Since taking up Vodafone One Net Express, Letco has seen a significant increase in business. The solution is giving Oliver and Lloyd the freedom to pursue some great business opportunities outside Southampton. “We’re now working with Portsmouth Football Club, helping find luxury flats and houses for its players,” says Oliver. “We’re having a lot of success with Vodafone One Net Express because the ability to have multiple landline numbers come through to our mobiles is helping us expand the business in new areas.”

Key for Oliver is that Vodafone One Net Express helps him avoid the cost of setting up new offices as Letco expands. He says: “If we had to open up local offices, we’d be looking at an investment of around £40,000 a site. That’s both a lot of money and a significant risk for a young business.” Today, when Oliver sees business opportunities in new areas, he’s on to them in no time. “I’m an entrepreneur, and Vodafone One Net Express gives me the freedom to expand the business,” he says.

With reliable access to calls and emails while travelling, and hunt groups, Oliver knows the company isn’t missing any business opportunities. It’s also great that he doesn’t return to the office each evening to find a number of voicemails or emails waiting for him. “Without constant access to emails and landline calls, I’d have to dedicate around 40 per cent of my time to dealing with messages,” he says. “Now, I can spend that time going to more business meetings and focusing on our growth strategy.”

Oliver also values the control he has over Vodafone One Net Express. He believes that the combination of unlimited internal calls plus the predictability of his monthly bill really works for a growing company like his. “It’s safe to say that I’m saving around 33 per cent on call costs with Vodafone One Net Express. I believe that we’re getting maximum value from the solution and helping the business grow,” he says.



### An excellent foundation for development

There are big plans for development at Letco, and Oliver is certain that the company can get to where he wants it to be. "The goal is to have at least 10 to 15 more Lettings Negotiators working for Letco within a couple of years, all covering the south of England and possibly London," he says. "With our commitment to service and value for customers – and Vodafone One Net Express behind us – I know we'll get there."

- Oliver saves around 40 per cent of his time with constant access to emails and landline calls while away from the office. Because he can answer enquiries straightaway, he no longer spends time checking messages in the evenings
- Letco has increased lettings enquiries by around 15 per cent since advertising local landline numbers – all of which reach Oliver on his mobile
- With local landline numbers connecting to employee mobiles, Letco has avoided the cost of new offices, saving around £40,000 a site
- Letco saves approximately 33 per cent on call and data costs by having just one solution for its landlines and mobiles, on a predictable flat-rate tariff

To find out how your business can gain from better communications, visit: [vodafone.co.uk/onenet](http://vodafone.co.uk/onenet) or contact your Vodafone account manager today.

