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Find out how we helped LLS stay always connected



vodafone
business

Founded by friends

LLS was founded in 2008 by friends Jordan Wright and Joe Mulhearn, to deliver sports coaching education to young people, and prepare students for careers in the sports industry. The company has grown quickly over the past decade and its award-winning courses are now delivered to over 300 students across the country, and around the world. With growing student numbers and a global workforce, Jordan and Joe needed to be in constant contact with each other, their senior team and ensure parents and students could always get in touch.



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Joe Mulhearn
Co-founder and director
LLS

The Challenge

Going global

Jordan Wright and Joe Mulhearn had been friends since school, when in 2008 they launched LLS, with the aim of training the next generation of sports industry professionals.

LLS was founded at Liverpool Hope University, where Joe and Jordan used the campus library as an office, but in the ten years since, the company has grown dramatically. “When we first started it was just me and Jordan,” says Joe Mulhearn, Co-founder and Director at LLS. “We had a bag of footballs and cones and that was effectively the business. Now, the team has grown and we're operating across a big geographical area, so the job is totally different. It's a bit like running a sixth form college, across multiple locations.” LLS now has around 300 students studying across Wales, Northern Ireland and even Qatar, and operates a sports tourism arm that brings teams from around the world to the UK. Because of this ongoing expansion, and with courses happening across various locations and time zones, LLS needed to find a way to

keep in touch with coaches and students. “One of the biggest challenges in running LLS is that we're spread out,” explains Jordan Wright, Co-founder and Director at LLS. “Sometimes we're in different cities, sometimes different countries, and ensuring that the quality remains high at all times is crucial.” Receiving over 100 calls a day from students and perspective students, as well as parents and senior team members, LLS needed a flexible and reliable communications solution that could be used by the entire workforce, and offer a seamless solution for answering every single call.

The Solution

Vodafone One Net Business

LLS implemented Vodafone's One Net Business solution to provide the services that would enable the company's growth. Using One Net, LLS customers can call the company's main Liverpool number and be easily transferred to a coach in Wales, Northern Ireland, or even directly to Jordan and Joe. This means that if a parent calls to check up on their child, they can be put directly through to a coach out in the field. With many employees working remotely for much of the time, the ability for staff to solve problems or answer queries while away from their desks is vital to keeping business moving at LLS. "We work with young people so it's really important they get to speak to someone and don't have to leave a voicemail," says Joe. "It's rare that the person they want will be in the office, but through One Net Business they're able to get through and we can resolve their query." What's more, One Net Business and Vodafone's connectivity have enabled LLS to hold remote weekly meetings with senior team members, who are based around the UK and sometimes need to travel even further afield. "It's important our senior team meet on a weekly basis and One Net Business means people can dial in no matter where they are," says Jordan. "We can have that communication which is vital to our business working well." LLS also rolled out Vodafone tablet devices for employees. These tablets allow coaches out in the field to take attendance, make notes on pupils' progress, and film training sessions if they need to. All this information can then be uploaded and monitored in real-time at LLS head office, and means coaches no longer need to carry around pen and paper to lessons.

Why Vodafone

- Using One Net Business calls can be redirected, so staff never need to worry about missing a call and customers are provided with a consistent service.
- Better account management by bringing together fixed lines and mobile onto one simple contract.

The Benefit

The next generation

Using Vodafone One Net Business, LLS has the technology it needs to power growth over the next few years, and continue to help young people achieve their goals. The company never has to miss a call, even at its busiest times, which means it is always open to new applicants. "We have certain pinch points during the year," Joe says. "On GCSE results day the phones are crazy, so using the hunt group we can take those calls late into the evening." The flexibility of One Net Business means that the company could allocate 12 members of staff to answer phones during this busy period, all answering calls to the same number. Thanks to this capability, LLS saw record numbers of applicants get through to the company during 2018's results day. This feature has also made it simple for the company to set up a dedicated emergency contact number when taking children on trips, which reassures parents that they can always get in touch when they need to. Co-ordinating experiences with teams around the world means that important calls can come in at any time. With One Net Business, Jordan and Joe have been able to stay contactable and oversee the company's ongoing expansion without sacrificing what is most important to them. "We've got young families now, but we're working just as hard as when we started," says Jordan. "One Net Business gives us a lot of freedom. If there's a late call, rather than staying in the office, we can go home and take that call. It's allowed us to expand the business." For LLS, the success of the business is not only measured by growth but by the new opportunities the company creates for young people. "It makes us feel really proud to help young people achieve fantastic things in their lives," concludes Jordan. "We can take them on a journey with us and give them fantastic qualifications, great work experience and help them develop that professional network to help them achieve their own ultimate goals."



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LLS has been delivering sports coaching education to young people, and preparing students for careers in the sports industry since 2008.

www.llsonline.uk

**For more information on our products and services,
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