

**Vodafone UK helps ensure Molson Coors (UK) can always
quench their customers' thirst**

- **Mobile business application from Vodafone helps Molson Coors (UK) keep their beer flowing in pubs, clubs and restaurants throughout the UK.**
- **Molson Coors (UK) can now get their engineers out to customers quicker for beer dispensing equipment installation, maintenance and repair.**
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Molson Coors (UK) beer drinkers should never go thirsty again, thanks to Vodafone UK's specially-designed field service management application for mobile devices. Vodafone's business application will help 170 field service engineers manage their customers' maintenance requests faster and more effectively helping Molson Coors (UK) deliver an even more efficient service to its customers.

Molson Coors brews Carling, the UK's best selling lager, Coors Light, Grolsch and Worthington's, to name a few, and supplies its beers and dispensing equipment to thousands of pubs, clubs, restaurants and other outlets across the UK.

Molson Coors (UK) is responsible for managing the installation and maintenance of pumps that deliver its beer in outlets across the UK so it is essential engineers can get to the right place at the right time with the right equipment to ensure customers never miss their favourite tipple

Jon Standen, Head of Customer Technical Services at Molson Coors (UK) said: "We needed a new, cost effective solution to help our engineers deliver the full installation and maintenance process in the most efficient way possible, giving customers a great experience every time.

"The new Vodafone application means we can allocate jobs according to an engineers' location at any given moment, the equipment they have available and their expertise. As a result engineers can make the best use of their time, will be able to help our customers quicker and ultimately make sure our customers get their favourite beer in perfect condition."

Engineers will use a rugged Panasonic mobile device to receive details of their next job, including information about the customer, existing equipment installed at the site, the customer's previous maintenance history as well as any information they need on site in real time, all from the field service management app. They can also use the application to report job status and update customer records whilst on site.

ENDS

Notes to editors:

About Molson Coors UK

Molson Coors (UK) has over 2,000 employees in the UK and breweries in Burton on Trent, Alton and Tadcaster. It is the UK arm of Molson Coors the Global Family Brewer and has a market share of over 20% of the UK beer market. The brand portfolio includes Carling, the UK's best selling lager for three decades, Coors Light, Grolsch, Worthington's, Caffrey's, Cobra and a range of speciality beers.