

O2 Business-to-Business. Penhire was contracted to write the entire trade-facing marketing literature for O2 in brochure, DL flyer and website format.



Text fragment:

While your sales or service people are out on the road and in the market place, effective remote management is now possible using O2's network and technology. Everything from detailed technical instructions to new business assignments can be sent on and then reports on progress can be fed back without ever returning to base.

Sales order processing via mobile devices has streamlined business for many of our clients, while also reducing paper work and minimising slippage. Supply chain management has been greatly enhanced by integrating production, shipment and storage in a constantly updating mobile network.

Your on-the-road sales and field staff want information and immediate answers. Wireless solutions are available to ease the exchange of information quickly and easily. In today's fiercely competitive marketplace, you need to be sure that you can provide a superior service to all your customers.

To do this you have to rely on your sales and service team and know that they are empowered to do their work as quickly and cost effectively as possible. Increasingly the quality of communication and information between your office and out-of-office personnel is key to getting results. Your staff could be missing out on vital contracts because they just don't have the right information, in the right place, at the right time.