

WELNEWS

JULY 2021

CUSTOMER NEWSLETTER

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Communications Limited



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PARTNER OF
THE YEAR 2021



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Welcomm Win O2's Partner of the Year

With over 22 approved O2 business partners in the running, Welcomm were awarded O2's Best Direct Partner of the Year 2021, for a fourth consecutive year.

Virgin Media and O2 Have Joined Forces

Two of the UK's most iconic brands have combined 46 million+ broadband, mobile, phone and home subscribers to form Virgin Media O2- but what does this mean for customers?

The Truth About Microsoft 365 Back-Up

Solutions Sales Consultant Kirsten Evans answers some of the most common questions she hears from customers surrounding protection for Microsoft 365

Time to Talk Mental Health

This Mental Health Awareness Week, we teamed up with customer and national charity Combat Stress to deliver a live-streamed mental wellbeing session. Hear from Dr Naomi Wilson as she shares some simple strategies to look after your mental health.

Transforming Microsoft Teams

Hear from Unified Communications Specialist Luke Stanton, as he shares some of the latest solutions available to Transform your Microsoft Teams into a fully functional telephone system.

Hear From Our Customers

Hear some of the latest reviews and feedback we've received from our customers, and catch up on our newest case studies.

Onboarding New Staff Remotely

Help your new staff hit the ground running with technology solutions from Welcomm. Learn more about onboarding new starters remotely this 'How-To Guide'.

Introducing The Veteran's Banger Rally

Organised by veterans for veterans, this September, 600 ex-forces personnel will embark on an incredible adventure across the UK, to take on the Veteran's Banger Rally 2021.

How Mobile Device Management Works

In this jargon-free guide, Business Support Specialist Darren Tiday shares the ways in which an Mobile Device Management (MDM) solution can help your business, and how to choose the best solution.

Welcomm Launches Accreditation Scheme

Our staff share an in-depth guide to the Welcomm Accreditation Scheme: a comprehensive and fully in-house training program, designed to give Account Managers in-depth product knowledge to help them recommend the best solutions and provide the best service for our customers.

Cyber Security and Your Business

2020 was the year many businesses had to go digital. It was also a year when crime went digital too. In this article, Suhall Ansari, Senior Vice president, Consumer Engineering and Operations at leading security firm and O2 partner, McAfee guides us through some of the biggest threats to business security in 2021.

Net Zero Carbon Reporting: A Business Guide

The past 12 months have seen thousands of businesses announce net-zero strategies in line with national targets and in response to increased stakeholder pressure. So, what exactly makes a credible net-zero strategy, and crucially how should businesses be measuring and reporting their climate impacts?

Rocket Round Leicester Lands This Summer

Rocket Round Leicester, a spectacular public art trail, is due to 'land' in Leicester for 10 weeks in summer 2021. To celebrate the launch of this event, and to offer businesses some extra support this summer, we're launching a brand new programme of resources: The Business Take-Off Toolkit.

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COMPANY NEWS

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INDUSTRY NEWS

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Time To Talk Mental Health

EMPLOYEE WELLBEING

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CYBER SECURITY

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We don't believe in selling something off the shelf and walking away. The true value of our service is that we are there every step of the way to help businesses succeed and offer support wherever it's needed. After all, your success is our success too.

The way we work has changed significantly over the last 18 months. As a communications partner, we have been able to support many businesses to remain operational by adopting new technology and embracing remote working practices – all whilst we too have been navigating the challenges the pandemic continues to throw at us. That is why, we have been working hard to bring you a brand new customer newsletter, packed full of content designed to share the learnings we've gained along the way, discuss industry news and how this may impact you, as well as introduce new solutions that may benefit your business.

In this, our first issue, we discover the truth about Microsoft 365 back up (or lack thereof) and discuss Cyber Security with Senior Vice President, Consumer Engineering and Operations at leading security firm, McAfee.

It is our ambition to not just be another typical communications partner. We aim to be your business partners throughout the best and worst of times, helping you enhance your customer satisfaction, increase productivity and support your staff's wellbeing. I hope you enjoy the read!

Aidan Piper

CEO, WELCOMM COMMUNICATIONS



Firstly, tell us a little about Welcomm Communications...

At the heart of it, we're a communications and technology business offering a suite of managed business communications including Mobile, Telephony, Data Connectivity, Digital Apps, IT Support and Utilities to 3500 customers across the UK.

With over 32 years of experience in the industry, we've grown from the first mobile retailer in the Midlands to the large business communications specialists that we are today.

Our ethos, right from the start, has been about keeping the customer at the heart of everything we do, and our goal is a simple one: to connect businesses to their customers.

How have you pivoted your business to survive and thrive in 2020?

It's been a good year for us, although extremely challenging. We took the decision to go into lockdown about 10 days before the official guidelines, and that additional preparation enabled us to focus on keeping our people connected while working remotely.

Maintaining our company culture, centred around teamwork and collaboration was a challenge remotely – as it was with most organisations last year. We've got a really strong HR team, and their role in the early weeks was simply to maintain regular contact with our people, making sure that everyone felt involved and part of the team. That involved plenty of online quizzes and baking cakes – all the fun stuff. We aimed for daily, fun activities of one sort or another.

It helped to maintain momentum and most importantly, staff wellbeing. We actually had several customers remark that they were

surprised that we were staying in touch with them, providing support – business as usual. A number of their other suppliers had simply gone quiet. But we knew that we had all the tools that could help them remain operational fast, so it was an excellent opportunity for us.

In fact, we enabled more than 1000 users in our customer base to work remotely during the very first week of lockdown.

What does it mean for your business to be part of the O2 Partner network?

Well, we've been a partner of O2, and of BT Cellnet before that, for 32 years now. It's a very strong and important relationship to us, and as you can imagine, with both organisations providing digital workplace and connectivity solutions, being part of the O2 Partner network has been particularly valuable during the past year.

How does it feel to be crowned one of O2's Direct Partner of the Year?

O2's Partner of the Year award means the world to our people – it really does lift them, knowing that they are being compared alongside twenty or more other O2 strategic partners, and coming out on top.

To have won this award four years in a row is unprecedented. But to have won after such a challenging year – to have been there for our customers and help them to continue operating in the face of massive change, makes us feel very proud to be in the industry.

What are you most excited about that the future will bring?

I think that the one thing that's certain is that there'll be plenty more change to come.

Team Welcomm celebrated their fourth consecutive win whilst working remotely, a practice still in place at Welcomm since lockdown in March 2020.



Welcomm Awarded O2's Direct Partner of the Year for Fourth Consecutive Year

Last quarter, O2 Business announced the winners of its Partner of the Year Awards 2021 at a virtual award ceremony. With over 22 approved O2 business partners in the running, midlands-based Welcomm Communications were awarded O2's Best Direct Partner of the Year 2021, for a fourth consecutive year.

The annual awards recognise and reward O2 partners' capability to deliver truly exceptional customer experiences, provide trusted digital knowledge, and reflect their commitment to supporting customers with the highest levels of technical support.

Speaking about the unprecedented win, Welcomm's CEO Aidan Piper spoke directly with O2 to share what this latest accolade means to Welcomm.



Our customers will want to change, and we've got to be ready for them. That in itself is exciting.

I'm also excited at many of the emerging technologies and capabilities. We acquired Leversedge, a critical communications company in 2019, which has completely different capabilities to ours, including a focus on AI, and the ability to deliver private mobile networks. We see both as excellent opportunities for us over the coming years.

As a business we have always kept our eyes open to new and emerging technologies, and right now that seems more important than ever.

Read the full article on O2's Business Blog using the link below:

[Visit O2's Business Blog](#)

“To have won after such a challenging year - to have been there for our customers and help them continue operating in the face of massive change, makes us feel very proud to be in the industry.”

Aidan Piper, CEO

VIRGIN MEDIA AND O2 HAVE JOINED FORCES

What does this mean for customers?

As you may have heard in the news, two of the UK's most iconic brands, O2 and Virgin Media, have combined 46 million+ broadband, mobile, phone and home subscribers, and 18,700 employees to form Virgin Media O2.

The new joint venture between parent companies Liberty Global and Telefónica represents the biggest UK merger in a decade and the largest UK telecoms deal ever.

They've come together to give the UK more choice and better value and are sharing that it's good news for customers, communities and businesses all over the country... but what does it mean for you?

We've compiled all of our frequently asked questions here, to help our customers understand any changes they might need to be aware of.

Will my bills or Direct Debits change?

No, your bills and Direct Debits will stay exactly how they are and will continue to come from O2/Welcomm as appropriate.

Will my O2 Contract Change?

To put it simply? No, your contract won't change.

Will my O2 network signal be disrupted?

Not at all. Your signal won't be affected, you will have the same network experience you normally have on O2. If you ever have any issues, use O2's network status checker or contact your Account Manager directly.

[Network Status Checker](#)

Does this change how I make queries about my account?

No, nothing changes. We'll continue to provide customer service for our customers. If you have any questions, please contact your Account Manager or our Customer Care team on 0800 064 64 64 or CustomerCare@welcomm.co.uk.

In summary...

Nothing changes for O2 customers right now, and you don't need to do a thing. But keep an eye out for more ways you'll benefit from Virgin Media and O2 in the future.

Virgin Media O2 has set initial targets to increase its 5G coverage to cover 200 towns and cities by the end of June and to deliver gigabit broadband speeds across its entire network by the end of this year. It has also set out to achieve net zero carbon operations by the end of 2025.



The UK's favourite mobile network operator has partnered up with the UK's fastest major broadband provider – and together, they're ready to supercharge the UK.



THE TRUTH ABOUT MICROSOFT 365 BACK-UP



My Microsoft 365 data isn't backed up... and I agreed to this?

Now that your staff are working remotely by harnessing the power of Microsoft 365, it's crucial that your business is taking every step necessary to ensure your documents and files are protected, secure, and most importantly, backed up.

Welcomm's Solutions Sales Consultant and resident Microsoft Wizard Kirsten Evans answers some of the most common questions she hears from customers surrounding protection for Microsoft 365.



At the beginning of March 2020, many businesses urgently needed to implement new ways of operating remotely. As such, many migrated to Microsoft 365 to enable their staff to access files, utilise essential apps and communicate with customers and colleagues from wherever they are working. Now, 16 months later, Microsoft 365 users are taking stock of their data security, recognising the next steps they need to take to minimise the risk of data loss.

Do I need to back up my 365 data? Don't Microsoft do that?

This is probably the question I get asked more than any other when discussing Microsoft 365, and the answer is an emphatic YES!

If you delve into Microsoft service descriptions, you will find a section on 'ensuring data availability'. Availability is the key word here. Microsoft have invested in several layers of redundancy, preventative maintenance schedules and monitoring alert systems – The likes of which even most enterprise IT teams could only dream of having the budget for. This is one of the reasons Microsoft 365 is such a great product for SME's, which we continue to recommend to our customers.

Sounds great, right? But there's one key section to be aware of here:

"We strongly advise you to make regular back-up copies of Your Content. Microsoft can't be held responsible for Your Content or the material others upload, store or share using our Services."

Essentially, what this means for you, is that while Microsoft will move heaven and earth to make sure their platform



Kirsten Evans, Solutions Sales Consultant shares her insights via video on our blog:

[Visit The Blog](#)

is available and your data is accessible, if that data is lost for any reason (a malware attack or accidental deletion etc.) they are in no way responsible to help you get it back. You're on your own.

What happens to a user's data when I remove a license?

When you remove a license, all that user's data is held for 30 days. You can access the data, or restore the account if the user comes back. After 30 days, all the user's data (except for documents stored on SharePoint Online) is permanently deleted from Microsoft 365 and can't be recovered.

What back-up option do you recommend for my business?

Our recommendation for businesses of all sizes looking to backup their Microsoft 365 data is Datto SaaS protection. More than a simple backup software, Datto SaaS protection is a true disaster recovery solution – delivered, managed and supported by your friendly neighbourhood Managed Service Provider (that's us by the way)!

We recommend it as part of all our IT support agreements. The fact that it is designed for MSP's means we can simply tailor the solution to our individual customers requirements and schedules, while still managing everything centrally. This means that we can say with confidence that your M365 data is secure. No 'ifs' 'buts' or 'maybes'.

To maintain a secure business environment, Datto SaaS Protection doesn't just backup your data, it enables you to save money and effort by preserving inactive Microsoft 365 users for as long as you need them. By reducing time spent on backups, your team can focus on strategic initiatives that drive growth for your business.

How does back-up help me remain compliant?

If you're wary of losing access to crucial data, you're not alone – compliance is one of the key reasons behind the adoption of Office 365 backup for many organisations. And the truth is, implementing an effective business continuity strategy, including data backup, can help both alleviate pressure and aid with data compliance.

Many Office 365 backup solutions are incredibly flexible, meaning that you can keep your email data for as long as you need, and tailor it to meet the compliance needs of your business. SaaS Protection backs up data in line with GDPR and Service Organisation Control (SOC 1/ SSAE 16 and SOC 2) reporting standards. It also enables you to specify how long records should be maintained- great for compliance.

To speak to Kirsten:

01858 450262

Kirsten.Evans@welcomm.co.uk

TIME TO TALK MENTAL HEALTH

In partnership with National Veterans
Charity Combat Stress



“
If we can give ourselves permission to be kind to ourselves, that also tends to increase our capacity to be kind and compassionate to others.

Dr Naomi Wilson,
Consultant Clinical Psychologist

Thousands of people struggle everyday due to poor mental health.

That is why, this Mental Health Awareness Week, we teamed up with customer and national charity Combat Stress: The Veteran’s Mental Health Charity to deliver a live-streamed mental well-being session hosted by Consultant Clinical Psychologist, Dr Naomi Wilson.

Designed to demystify mental health and share why veterans (and others) deal with things differently, the 30 minute session shared some simple strategies people can implement to benefit their own mental health, and the health of others – finishing by answering viewer questions live on the call.

Hear from Dr Naomi Wilson as we relay her answers to viewer questions below.

How would I know if one of my team are struggling?

I know that for most organisations, well-being is already high on the agenda. One of the things we’ve been trying to do within Combat Stress is to make well-being part of line management – having open discussions with employees so things don’t come up unexpectedly. It’s helpful if Senior Managers can model that as well, in terms of looking after their own well-being, so it doesn’t come as a surprise either to the employee or to yourself if difficulties start to arise.

With COVID, now we’re all working at home, we’ve had to understand in much more detail what the home context is for each other in order to not only be at work, but be well at work, and that’s been a learning process for all of us. I think there’s something to say about softening the culture at work, so that we can talk about our feelings – including things at work that are affecting us at home (or vice versa).

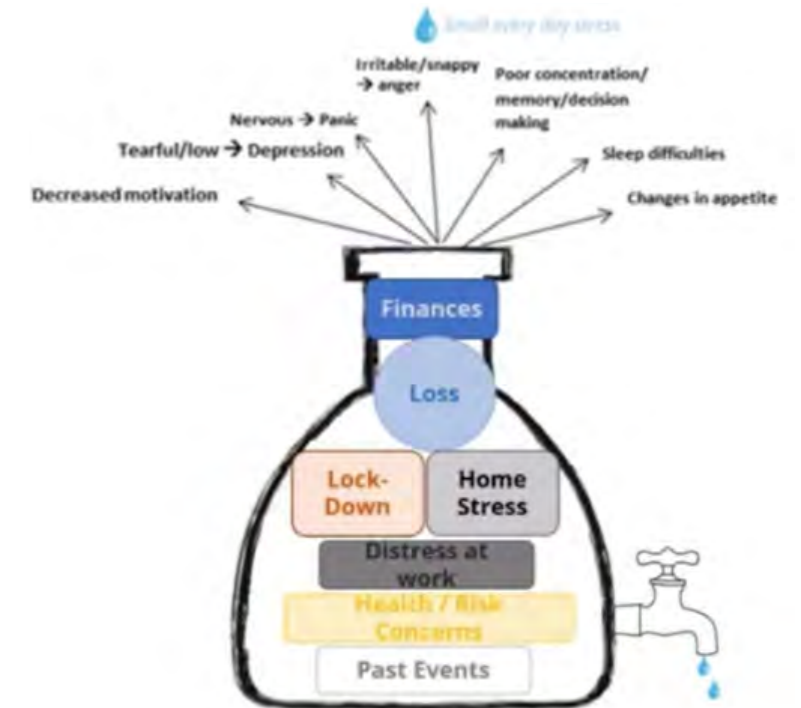
I encourage you to have those discussions with members of your team to ask “what happens for you when you start to struggle? Is it that you start to sleep poorly, are you struggling to concentrate, is it that you notice that you’re getting anxious all the time?” If you can start to have those conversations then you can start to notice – and that will help you understand if someone is struggling.

What could we do as an organisation to support the mental health of our team?

At a strategic level, lots of organisations are investing in a well-being strategy. However I think there is a really important precursor to that. And that is surveying or asking your staff (either informally or formally) how well they are at work across a range of domains.

Once you’ve got this benchmark, you can target your well-being strategy against the areas that your staff are really struggling with. This will be different depending on the workplace and the type of work that your organisation undertakes.

And then of course once you’ve implemented different well-being strategies, whether that’s introducing flexible working or perhaps training your managers to have those well-being conversations routinely as a part of line management, you want to evaluate and check in six months down the line. Has this had an impact?



Watch the full session on our Facebook page @WelcommComms or visit the blog to download the slides.

Ask your staff again and learn from your results.

What would you say is a key takeaway from the live session?

I would say, keep ‘the stress bottle’ in mind [discussed at 14:01 in the video].

Sometimes we ignore (or get so used to) carrying our stress with us that we become a bit blind to it. If we take a moment to sit down and remember how much we are carrying, in all different domains of our lives, it can be really helpful.

Another important note is to be kind to yourself.

If we can give ourselves permission to be kind to ourselves, that also tends to increase our capacity to be kind and compassionate to others and will increase our ability to talk about the things that are difficult. If we can do that, then we can find a solution to it... but if we don’t know there is a problem, then we can’t find a solution to it – it’s all connected.

How can I signpost a veteran to support?

If any veteran feels that they need treatment, then the best thing to do is to call the Combat Stress 24/7 helpline: 0800 138 1619. More information is available on the Combat Stress website: combatstress.org.uk

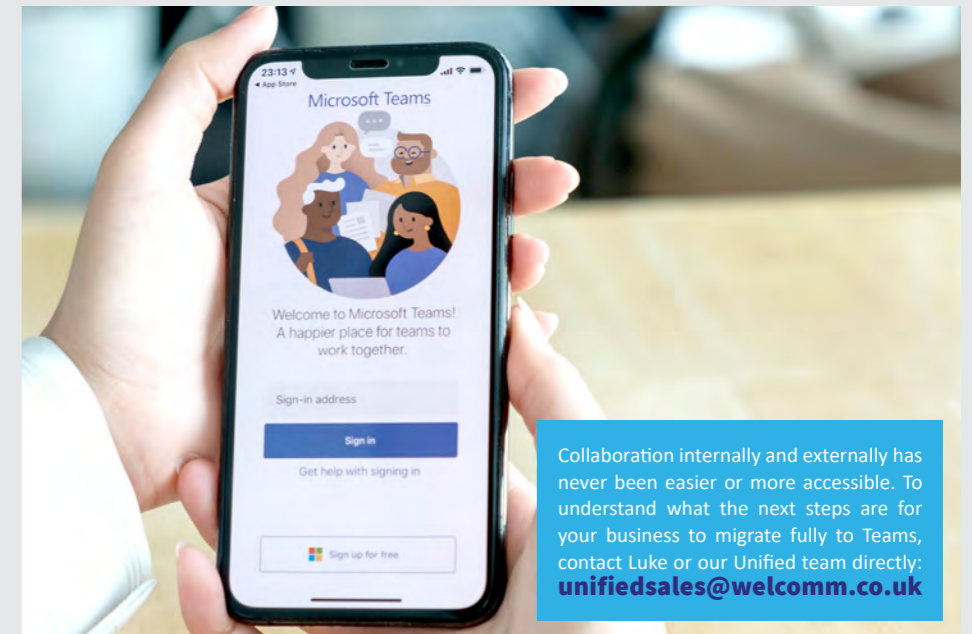
If it’s not treatment but rather they need peer support, they will indicate, depending on where they live, a whole range of different options that may be available to them.

There are lots of smaller veterans charities and not-for-profit organisations that offer that support on an ongoing basis, and it can be really vital for a lot of veterans to maintain their well-being.

Watch the full video and download the session slides on our blog. Click the link below:

Watch The Video

TRANSFORM MICROSOFT TEAMS INTO YOUR TELEPHONE SYSTEM



Collaboration internally and externally has never been easier or more accessible. To understand what the next steps are for your business to migrate fully to Teams, contact Luke or our Unified team directly: unifiedsales@welcomm.co.uk



Hear from Unified Communications Specialist Luke Stanton

2 020 really was the year to embrace remote working. If Microsoft Teams has become your go-to communications platform, we wanted to share the latest technology available from Welcomm to transform your Microsoft Teams into a fully functional telephone system, able to make and receive calls internally and externally from any device.

Moving your business's telephony requirements into the cloud is easy to achieve when you're supported by the right comms partner. Using Teams as the single end point for your all of your business calls enables you to reduce the number of platforms your people have to learn, which means as long as your staff have access to Teams, your customers will have access to your business.

What options are available?

We are proud to offer a range of solutions that enable an upgraded Microsoft Teams experience, each with a variety of pricing and deployment options available.

Our Unified Communications Specialists work directly with customers to determine the right solution for your business.



Transform your Microsoft Teams into a fully functional telephone system, able to make and receive calls internally and externally from any device.



8x8 Voice For Teams

What Is 8x8 Voice For Microsoft Teams?

8x8 Voice for Microsoft Teams is a cloud to cloud integration between 8x8 and Microsoft Teams, providing enterprise-grade telephony and global PSTN connectivity within the Microsoft Teams application.

This solution retains all of the existing features your teams use to communicate internally, but with added functionality you would expect from a fully featured phone system, such as call groups, business number presentation, call recording and analytics.

What Are The Key Benefits?

- Easily add Microsoft Teams users to an existing 8x8 deployment
- Global PSTN access for Microsoft Teams users
- Native integration with over 35 CRM systems such as Salesforce, Microsoft Dynamics and Zendesk
- One platform for all users, regardless of whether they are using Microsoft Teams

How Does It Work?

Learn more about how 8x8 Voice for Microsoft Teams works here:

[Visit The Blog](#)



Welcomm Communications Limited  **Gamma** Platinum Partner

Teams Direct Routing

What Is Teams Direct Routing?

Teams Direct Routing allows phone calls to be made from your Microsoft Teams application both internally and externally, to any phone number, using SIP Trunk connectivity provided by award winning telephony supplier Gamma.

Unlike a traditional SIP & Telephony deployment, Teams Direct Routing is a 'Per User' solution, meaning that this added outbound call functionality can be assigned to specific team members.

What Are The Key Benefits?

- Award Winning Connectivity and advanced Failover from Gamma with access to SIP Trunk Call Manager
- Fully Customizable 'Per User' Solution
- Scalable to any Business Size
- Call routing natively configured through Microsoft admin portals

How Does It Work?

Learn how Teams Direct Routing works in this short video:

[Watch The Video](#)

HEARING FROM OUR CUSTOMERS

From Text Survey Responses to Google Reviews, we love hearing from our customers. However after 32 years of trading, this recent customer feedback method was a new one for us!

Just as if there's something we can do better we want to hear it (so that we can make improvements and provide better service for our customers), we too think it's important that when our team members get praised or thanked by our customers, that we share this good news business wide - to give our staff a well-deserved pat on the back.

Recently, IT Support customer Languard UK contacted Customer Support Specialist Nefisha Kasu (a.k.a. 'Fish') to get some support with their technology. After receiving patient guidance from Fish, Steve emailed in this fantastic poem that blew all of Team Welcomm away! Enjoy the original creativity of Steve Donnachie, and if you're feeling inspired - feel free to send in your feedback to our team. We appreciate every response!

Dinosaur Found in Leicester "TECHNOSAURUS"

Apps and I-Pads, Facebook and Twitters,
Googlers & Tweepers and Trolling Transmitters...

I am just old school with an ordinary phone,
I ring or I text, I don't think I'm alone...

The Techno World has left me behind,
But surely a phone doesn't make or define...?

A person's character must come from within,
Though a Smartphone has a place in this world we live in...

But a business that treats dinosaurs like me,
With total respect everyone would agree...

That a company with staff like those at Welcomm,
Will reap what they sow and their rewards will forth come...

I will sign off now with best wishes from...
WWW DOT TYRANNASAURUS DOT COM

Google
Reviews ★★★★★

Leave Us A
Google Review



Thank you so much for this Steve, your poem made us all smile - it's SO good! To have taken the time to write this for us is amazing and means a lot to us. I'm glad we were able to help you. I will never forget this!"

Nefisha Kasu,
Welcomm Customer Support Specialist

OUR LATEST CUSTOMER CASE STUDIES

[Click Here To View Our Latest Case Studies](#)

Over the last few months, we have been very fortunate to capture some fantastic real-life customer experiences of what it's like working with us at Welcomm. If you'd like to feature your business on our website, please contact our Marketing team at marketing@welcomm.co.uk or speak to your Account Manager directly.



PARTNERSHIP DELIVERS FOR GROWING LOCAL BUSINESS

After years of working together, a strong collaborative partnership has enabled both Trucklink EU and Welcomm to grow together – supporting both Leicestershire-based Trucklink EU, as well as their global parent organisation, HAE Group with managed business communications.

STRONG PARTNERSHIP RESTORES CONFIDENCE IN TELECOMS PROVIDERS

Reliance on a previous supplier for simple programming changes resulted in delayed resolution, extended downtime and proved challenging to manage. Bournville Village Trust wanted to work with a partner that was the "right fit" and able to support them, across a range of solutions, when they needed it most.



A NO PRESSURE SOLUTION

With legacy server equipment reaching the end of its life, Peterborough Boiler Services Ltd turned to Welcomm Communications for honest, expert and timely support to help achieve their digital transformation goals. We spoke with Owner, Nigel Foreman who appreciated how Welcomm gave him the time he needed to make a decision.

ROBUST COMMUNICATIONS AND IT SYSTEMS

Thanks to the communications and IT systems in place, when faced with updated compliance measures and national lockdowns, Turner Insurance Group were able to adopt remote working practices overnight; helping ensure their business could remain compliant, operational and customer relationships were maintained throughout periods of lockdown.





Kirsten Evans, Solutions Sales Consultant
Joined Welcomm in August 2020

Starting a new role and learning new processes and technology can be daunting at the best of times – let alone during a global pandemic. Joining Welcomm remotely was one of the easiest onboarding experiences in my years as a solution sales specialist.

All of my day-to-day technology came preloaded and ready to run out of the box, my Microsoft 365 login allowed me to get straight to work with all the software I need, and video conferencing helped me to virtually meet everyone at the business in no time at all.

I now feel like as much a part of a team as I would in any office.



ONBOARDING NEW STAFF REMOTELY

[Visit The Blog](#)

As new virus variants are discovered and government guidance continues to change, we recognise that for many businesses, hybrid working is here to stay.



Working from home has provided many benefits for both employees and employers. Think about the new talent you've been able to attract, thanks to those geographical barriers no longer being in place! To help you effectively onboard new starters, and create memorable experiences that get them up & running quickly, read our top tips to welcome your new staff.

1

Send new starters the equipment they need.

Ensure your new starters have the necessary hardware on day one, fully configured and ready to use.

Using MDM solutions such as MaaS360, our business support teams ensure new technology is ready to go straight out of the box – preloading them with key applications and security features, all within a branded environment.

No complex set-up, no lengthy manual to follow, simply power up and log in.

3

Meet the team 'face to face'.

Immerse new starters in your company culture from day one.

Video calls with team members and other key staff are a great way to break the ice.

Welcomm host regular video catchups, team meetings and virtual events for our teams – giving us all a chance to keep in touch, even when we can't see each other in the office.

Video conferencing technologies such as Microsoft Teams and Horizon Collaborate make hosting virtual get-togethers easy and rewarding.

2

Train staff virtually to help them get started.

Show your new starters how to make the most of their new communication tools.

Our technical support teams deliver pre-prepared assets such as training videos, quick start guides and digital manuals, as well as dedicated one-to-one digital training and demonstrations.

We take care of the support, making sure your people are up to speed on their new technology as quickly as possible.

4

Introduce IT best practices from day one.

In the wake of COVID-19, there has been a sharp rise in businesses being targeted by opportunistic scammers.

That is why, once your new starters have the technology they need, it's vital they understand how to keep your business data safe.

Our IT Support helps you complete virtual inductions and demonstrate the programs your people need to use to hit the ground running. Plus, preinstalled anti-virus and monitoring agents give you and your customers the reassurance that your information is secured outside of reliable office networks.



Organised by veterans for veterans, this September, 600 ex-forces personnel will embark on an incredible adventure across the UK, to take on the Veteran's Banger Rally 2021.

With the 1500 mile route designed to visit important military landmarks, support UK tourism and host activities to get the teams working together and talking openly, the event aims to fundraise for charities that directly support Veterans and other worthy causes.

Welcomm heard about the event through a family connection – our own Account Development Manager, Holly Riley introduced us to her Uncle, Mick Riley MBE who talked to us about this latest fundraising initiative, as well as the incredible story of his military life that led him to co-found charity 'CheckEmLads' (now known as Testicular Cancer UK).

Introducing Mick Riley, MBE (pictured right)

Having joined the army at 16 years old, Mick spent his early career in Germany where he worked alongside the Royal Logistics Core. Through tours to Kosovo in 1999, Bosnia in 2001, Iraq in 2003, 2005, 2007 & 2009 and Afghanistan in 2011, Mick experienced war zones, met incredible comrades and climbed the ranks, ending his 27 year military career with the rank of 'Command Sergeant Major'.

“

It was important to me that I help other Veterans out there that needed support now, or were about to as they left the forces.

The more we got out there in the public, the more we realised how much it was needed.

Mick Riley MBE, Ex-Command Sergeant Major



“Being in a senior position, I was in a fantastic position to help other people... yet I was so busy looking after others, that I didn't look inwardly at myself and listen to how I was doing. Which is why when I left the army, it all came crashing down within a couple of months. It was then that I was diagnosed with PTSD.”

A chance message made it to Mick from a veteran, new to his local area, feeling alone and socially isolated. Mick reached out to him to meet up and off the back of that, the Wirral Veterans Social Group on Facebook was formed. Within 72 hours, over 80 people had joined the group – there are now 500 members in total.

Holly Riley, Account Development Manager at Welcomm



The group is a social network that encourages veterans to get together over a beer, reminisce about their days in the forces and talk about how they're feeling... giving veterans a supportive and understanding place to face any mental health challenges they might be struggling with. It was a member of this social group that suggested they organise their own Veterans Rally – and through the power of social media, soon 150 veterans teams had signed up to take on the voyage.

About The Veteran's Banger Rally 2021

Kicking off in September, the 5 day adventure will see 150 bangers (vehicles worth under £500) take on a 1500 mile trek, with tricky tasks along the way and events every night to get together.

Many of the rally teams will have members with PTSD and/or health issues brought on by military service. Getting veterans together to talk, have open conversations and discuss issues with likeminded people, is incredibly important and a key ambition of the event.

The Route

Day 1:
Teams will descend on the National Armed Forces Arboretum for registration. A parade and wreath laying ceremony will take place before teams set off to Llandudno.

Day 2:
Llandudno to Torquay

Day 3:
Torquay to Skegness

Day 4:
Skegness to Newcastle Upon Tyne

Day 5:
Newcastle to Runcorn, via Blackpool, arriving at the Royal British Legion in Runcorn for the final awards evening.



The Sir Captain Tom Moore Memorial Taxi

Mick's team comprises of himself, and fellow veterans Simon Parker and Christian Bennett. Together they have attracted sponsorship from businesses across the UK – who's logos now proudly adorn the Tom Moore Memorial Taxi; the old black cab that they managed to get hold of for under £500!

With the Veteran's Banger Rally organised to raise money for a selection of charities, including The Royal British Legion, SSAFA (Soldiers, Sailors, Airmen's Families Association) and the Sir Tom Moore Foundation, to sponsor Mick's team visit his JustGiving page here.

[Visit JustGiving](#)

Why Welcomm Sponsored The Veteran's Banger Rally

A veteran-owned business ourselves, we understand the importance of supporting the passionate, skilful and determined people that have served in the forces upon their transition back into civilian life.

Mental health is a priority for us as a business, and so when Holly came to us with her family's charitable cause, we were more than happy to show our support in any way we could.



HOW MOBILE DEVICE MANAGEMENT WORKS

...without the jargon.



*Darren Tiday,
Business Support Specialist*



With over 20 years of experience in telecoms, I can tell you firsthand that manually deploying mobiles and tablets is incredibly time consuming. When you add to this that around 10 million mobiles are lost or stolen in the UK each year, you can imagine the time it takes to get staff back up and running when the worst happens.

But now, thanks to modern Mobile Device Management (MDM) solutions, I share some good news... manual configuration is a thing of the past! Instead, most business customers choose an MDM that sets up and manages all company handsets effortlessly – saving them time during initial set up, their users inconvenience when a new app needs to be installed, and enhancing data security (to name only a few benefits).

What is MDM?

Mobile Device Management (MDM) refers to the monitoring, management and securing of mobile devices, such as laptops, smartphones and tablets used in a business.

This means that an MDM solution allows admins to have visibility into your mobile environment, push out applications and OS updates to devices instantly, and control security policies that you put in place to protect your company data (even if a device is lost or stolen).

There are several MDM solutions available in the market that range in price from approx. £3 to £9 per device each month. A popular option for our customers is MaaS360, an IBM solution that can be added to your O2 mobile bill.

How can I use MDM at my business?

Once you've decided which MDM is best for your business (we can help work this out with you), there are loads of benefits for both your corporate and employee-owned devices that you won't be able to live without:

- Customise Your Home/Lock Screen to Maintain a Professional Image
- Find, Lock and Wipe Lost Devices
- Push Out New Apps and OS Updates Effortlessly
- Restrict Features and Functions to Keep Staff Productive
- Automatically Configure Email, Calendar and Contacts
- Protect Business Data Through Device Encryption

Introducing MaaS360

MaaS360 is a clear favourite for our customers, as it's easy-to-use, affordable, well reviewed in industry and can be added to your O2 Business bill easily. To learn how MaaS360 compares with other well-known solutions including Microsoft Intune and Sophos, click the link below.

[Compare MDM Solutions Here](#)

There are four MaaS360 packages to choose from, to help ensure there's something to fit every budget.

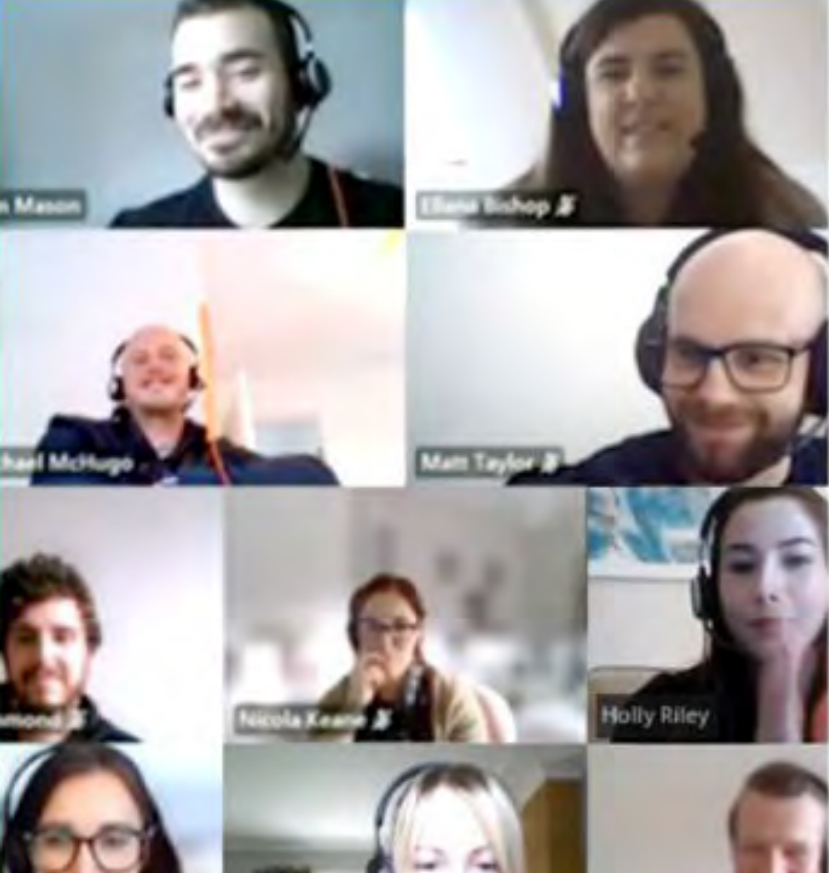
Our recommendation is to purchase your MDM through your communications partner – someone that will be able to offer you the support you need, to rollout the cloud-based software across your existing devices, and help you become comfortable with (and make the most of) the functionality now at your finger tips.

If you're unsure which package would best suit your mobile environment, or you'd like a quotation, please get in touch!

More Resources To Support

Click the images below to learn more:





Congratulations to Account Development Manager Gareth Beecham for achieving Silver Accreditation status.



WELCOMM LAUNCHES ACCREDITATION SCHEME



The accreditation has been a fantastic opportunity for me for me to develop, as the training has helped me recognise and better articulate the value Welcomm provide to businesses – which has increased my confidence when talking to my customers.

- Holly Riley, Account Development Executive

In early 2020, we sent our entire workforce home to work remotely. For most businesses, understandably this would've paused projects or caused disruption to plans... but thanks to our size, technical expertise and determined people, we were able to remain incredibly agile.

Which is why, in the face of a pandemic, we continued to launch the Welcomm Accreditation – a comprehensive and fully in-house training program, designed to give

our Account Managers in-depth knowledge of our products and services, and develop their sales acumen.

Through this investment in our people, we aim to empower and equip our Account Managers with the knowledge and experience they need, to continue to recommend the very best solutions for business, and provide personable customer service that builds strong trusting partnerships with their customers.

What does the Accreditation include?

Each delivered over a 6 month period, we have developed three tiers of training, to ensure that every new starter we onboard gets the same strong foundation, tools and knowledge as our long serving staff. This way, we can ensure our customers all receive the same consistent quality of care.

What outcomes have you achieved?

The aim of the Welcomm Accreditation is to help our Account Managers be the best in the industry.

We want each customer, no matter how many products they take from us, to have one point of contact that can effectively manage their full account, add value across all services and look after their business needs holistically.

As a result of this training, since the launch in 2020, we have seen...

- A significant increase in consistent call quality, across both sales and operational teams
- More opportunities opened across all product pillars
- Our highest customer satisfaction scores since the introduction of the scoring matrix
- Customer satisfaction scores, in addition to other metrics monitored by O2, resulted in Welcomm winning O2's prestigious 'Partner of the Year' award for the fourth year running

Why invest in your people?

We understand that our people are our best assets, and that creating



BRONZE

Includes fundamental product overviews to introduce the full range of solutions we provide, the outcomes we achieve for businesses and to ensure our service quality standards are understood and upheld on every call.

This tier is designed to help our people develop greater confidence and skills to ask important questions, earn their customers' trust by solving common problems and add value to maximise return on investments.

SILVER

Includes in-depth product knowledge, to ensure our Account Managers can identify and articulate solution benefits across all product pillars effectively, and make expert recommendations tailored to customer needs.

With each team members' progress and core KPIs measured by our Call Quality Management system to ensure consistency across the team, Silver Accreditation is a huge milestone in any Account Managers' career.

GOLD

Building on previous training levels, the Gold tier is launching in H2 2021 to provide our teams with advanced product knowledge and solution scoping skills, to offer greater value and support to businesses.

This tier equips our people to act as consultants across all services and build strong partnerships with our customers that help them grow their businesses by transforming the way they communicate and operate.

a culture of engaged, happy team members is well worth the effort.

That is why, in the last 12 months, we have also invested in a full-time team member (Michelle Westwood, Customer Experience Support) to score calls, coach staff and maintain/report on call quality standards.

Yet, training our team to best support our customers and represent our brand isn't new. Over the past decade, Welcomm has invested heavily in rolling out Pareto, Management and Compliance training across the business. However as the saying goes... 'If you don't use it, you lose it'...

It is a priority for us to ensure our people get chance to practice and reinforce their training; to ensure our standards are held high and we empower our people with the tools they need to do the very best job they can.

[Click below to meet our team.](#)

[Meet Our Team](#)



Michelle Westwood, Customer Experience Support

At the heart of it, seeing our people improve over the past year has been incredibly positive and rewarding for me personally. The real value for our business is seeing the development and buy-in from our people – our Account Managers WANT to achieve and grow, and be the best for our customers.

CYBER SECURITY AND YOUR BUSINESS

...what to look out for in 2021

We spoke to Suhail Ansari, Senior Vice President, Consumer Engineering and Operations at leading security firm and O2 partner, McAfee. He guides us through some of the biggest threats to business security in 2021.

2020 was the year many businesses had to go digital. It was also a year when crime went digital too. Suhail Ansari highlights how 2020 re-shaped the cyber security landscape and the security issues businesses need to pay attention to in 2021.

Staying safe while working from home

According to McAfee monitoring, there was a 22% increase in the number of connected home devices globally from the start of

the pandemic to January 2021. With more people using connected devices at home, cyber-criminals have been granted access to personal information that could affect employers.

“Remote employees are more likely to use personal devices while working and log onto home networks that aren’t fully secured. What’s more, many of the systems behind consumer networks haven’t had their passwords changed from the default settings since it was first introduced into the home,” Suhail explains.

There are ways to protect business information at home:

- Ask all employees to update their device passwords
- Add a security solution that protects your people’s devices
- Invest in a virtual private network (VPN) that’ll encrypt data if someone connects to a malicious wifi network

Mobile payment scams

Contactless payments have quickly become the norm. Mobile payment apps make transactions quick, simple and traceable. But they’re also making our money more vulnerable than ever.

Suhail predicts an increase in ‘receive-based exploits’ in 2021. “Imagine getting an email saying you’re receiving a refund for a concert that was cancelled due to COVID-19,” he explains. “The email instructs you to click on the URL in the message, fill in your bank information, and ‘accept the refund.’ But instead of getting your money back, you find that you’ve handed over your financial data to scammers.”

The best way to protect your people and your business? Get anyone who receives a link like this one in Suhail’s example to hover over

the URL. This shows a link preview. Keep your eyes peeled for any grammatical errors or typos – as it’s a sure sign of phishing. If the URL doesn’t look right, tell your people to not click on the link, report the message, and then delete it.

“Qshing” or QR code abuse

QR codes came back in a big way in 2020. With businesses using them to interact with customers while following social distancing guidance. However, while some safe QR codes were introduced to support our wellbeing, others may also put people’s data at risk.

“QR codes provide scammers with a new avenue for disguising themselves as legitimate businesses and spreading malicious links. Scammers are quick to exploit popular or new technology and QR codes are no different. McAfee predicts that this type of cyber-crime will only increase during 2021,” explains Suhail.

Using QR codes, scammers can entice people into downloading malicious apps designed to steal data. Once a hacker gains access to a customer database, they can use this information to launch phishing scams under the guise of your business. This could damage your reputation as well as your bank balance.

So it’s worth investing in a security solution that will protect devices against malware, phishing attacks and other threats.

It’s worth considering whether your business may be more vulnerable to a cyber attack if your people are working remotely. Welcomm can help you protect your business with advice on a wide range of security options.

[Book a Call Back With an IT Expert](#)

“If people aren’t aware of the threats, they won’t know how to spot them. Small things can lead to much bigger issues so take every potential threat seriously.”

*Suhail Ansari,
Senior Vice President,
Consumer Engineering and
Operations at McAfee*

Welcomm
Communications Limited

Your business guide to...

NET-ZERO CARBON REPORTING

The past 12 months have seen thousands of businesses announce net-zero strategies in line with national targets and in response to increased stakeholder pressure. So, what exactly makes a credible net-zero strategy, and crucially how should businesses be measuring and reporting their climate impacts to deliver decarbonisation at scale?

Inspired by their award winning Mission Possible: Net-Zero campaign, we wanted to share some highlights of Edie's brand new report, available to view in full on our website below:

[View The Report](#)



The business guide to net-zero carbon reporting

IN APRIL 2021, PRIME MINISTER BORIS JOHNSON AGREED TO LEGISLATE A NEW TARGET TO REDUCE NATIONAL EMISSIONS BY 78% BY 2035.

The UK was originally targeting an 80% reduction by 2050 under the Climate Change Act. However numerous businesses and, in some instances, entire industries have pledged much more ambitious net-zero targets.

UN Climate Change Conference

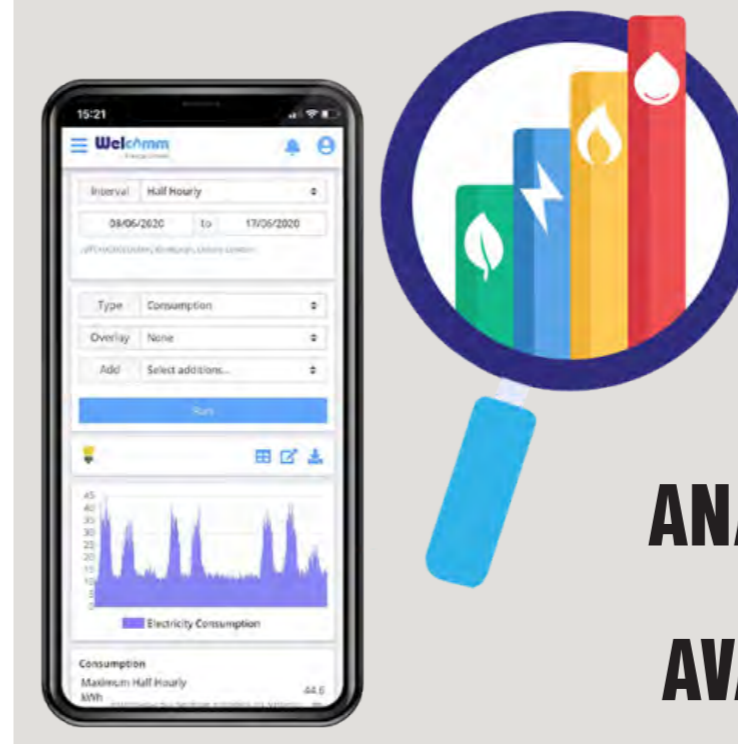
The UK Government is gearing up to host COP26, the UN Climate Change Conference, in Glasgow from 1-12 November 2021 (re-scheduled from 2020 due to the Covid-19 pandemic).

The talks will build on the 2015 Paris Agreement, which committed its 195 signatories to reduce greenhouse gas emissions and respond to the impacts of climate change, including loss and damage from climate-induced natural disasters.

How will emission reductions be monitored?

To ensure that emissions reductions are delivered in line with the Paris Agreement and forthcoming carbon budgets, and that the carbon offsetting and removal markets do not risk 'net-zero-washing' as they scale, the Energy Systems Catapult has urged the Government to set up a dedicated carbon regulator.

Such a body would be responsible for ensuring that the Government's methods for measuring and estimating emissions are accurate; that sectors deliver emissions reductions in line with national and international targets; and that fast-growing sectors such as international offsetting and carbon capture and storage (CCS) are not used to greenwash.



ENERGY ANALYTICS NOW AVAILABLE

With lights beginning to turn on in business premises across the country, now is the time to ensure you can manage exactly how energy is consumed at your office address.

Exclusively available for Welcomm customers*, our powerful Energy Analytics portal provides extensive usage data, giving your business the information and transparency you need to reduce overall energy spend, lower your environmental impact and more.

Learn more about our Energy service:

[Business Utilities](#)

*available for specific meter types. Terms apply.

The need for robust carbon reporting is clear, if businesses are to have any hope of truly understanding and mitigating their impact on the climate emergency, and its impact on them.

The Task Force on Climate-Related Financial Disclosures (TCFD)

The Financial Stability Board established the TCFD in 2015, with a remit to develop a framework to help businesses improve reporting of climate-related financial information. The Taskforce has effectively split climate-related risk into two categories: risks related to the transition to a low-carbon economy; and physical risks related to the growing impacts of the climate crisis.

The TCFD recommendations are split into four sections:

- 1) Governance:** A business should describe their governance around climate-related risks and opportunities and describe management's role in assessing and managing these.
- 2) Strategy:** A business should disclose the actual and potential impacts of climate-related risks and opportunities on its sites, strategy, and financial planning.

3) Risk management: A business should disclose how it identifies, assesses, and manages climate-related risks.

4) Metrics and targets: A business should disclose the metrics it uses to assess climate-related risks and opportunities in line with its strategy and risk management process. It should also disclose Scope 1, Scope 2 and, if appropriate, Scope 3 greenhouse gas (GHG) emissions and the related risks.

Will TCFD requirements become mandatory?

In March 2021, the Government said it was considering creating a legal requirement for private UK companies to outline and disclose climate-related risks to their business in line with TCFD recommendations, with a mandate potentially coming into force in 2022.

However for now, new proposals would mean that only companies with more than 500 employees and more than £500m in annual turnover in the UK will need to disclose potential risks associated with climate change and the net-zero transition into annual reports.

Reporting and Science-Based Targets

Science-based targets are a set of goals, developed by a business, to provide it with a clear route to reduce its carbon emissions to prevent the worst effects of climate change.

Carbon reporting is about understanding different climate futures, your company's contribution to those climate futures and setting your ambition in reducing that impact.

Science-based targets help companies set targets aligned with climate science, whilst TCFD supports companies to better understand how different climate futures will impact business planning and long-term strategy.

For more support about how to reduce your carbon emissions, or to request a green energy quotation, contact Energy Business Manager, Nicola Arthur at:

energy@welcomm.co.uk

01858 450279



ROCKET ROUND LEICESTER LANDS IN CITY CENTRE THIS SUMMER

Rocket Round Leicester is a spectacular public art trail due to 'land' in Leicester for 10 weeks in summer 2021.

The event aims to support local businesses by safely encouraging people back to the city centre to view beautifully designed rocket sculptures, as well as raise vital funds for Welcomm's chosen charity partner, LOROS Hospice.

Each sculpture will be sponsored by a business and individually designed by an artist – either well-known or just starting out, from the local area or further afield. The trail is due to launch on Monday 19th July, before 'blasting off' on Sunday 26th September 2021.

At the end of the event, each Rocket sculpture will be auctioned off in a bid to raise even more funds for LOROS Hospice, enabling them to continue to care for over 2,500 terminally ill local people and their families.

In addition to the Bonkers Bake Off fundraising event we held virtually in March this year, where we raised over £12,000 for the charity (including gift aid), LOROS Hospice continues to be an especially important cause for the team at Welcomm because of the personal ties many of our staff have with the facility.

When speaking of why Welcomm decided to get involved in this latest project, Finance Director Chris Ruddle shared:

"Part of Welcomm's commitment to our community is to invest in the local area. That is why we were really excited to get involved in this project."

We love working with the team at LOROS, they're fantastic partners. We help fundraise in any way that we possibly can to help them provide essential palliative care for those in need."



Chris Ruddle, Finance Director at Welcomm Communications



Whilst the secret rocket sculptures were being designed, Operations Director Rachel Williamson and Marketing Manager Emma Sneddon had a sneak peek...

Welcomm's Technical Support Manager, Karl Farmer spoke of his personal link to LOROS, and why Welcomm's support for this charity is especially meaningful for him:

"In 2013, my dad was diagnosed with stage 4 kidney cancer. Part of that journey lead us to LOROS along the way."

The support that LOROS gave my father, myself and my family was vital for the whole process. It means the world to me, and my family. Anything I can do to give back, I will."

Now we're already in July (can you believe it?), there's not long to go until the stellar fleet of forty 7ft rocket sculptures will be securely in place across the city, thanks to the event's Official Logistics Partner (and Welcomm customer), Trucklink EU.

How can I get involved?

Once the event has kicked off on July 19th, the adventure doesn't stop there, as throughout the 10 week trail, LOROS have designed an exciting program of events to keep everyone excited and get as many people involved as they can.

So if you're local to Leicester, or fancy a day out with the family, we of course recommend getting your trainers on and enjoying the 10K walk from start to finish.

Once you've taken a selfie with our rocket (located by the cathedral), we recommend you use our latest offer to get a free ticket to the King Richard Visitor Centre (available from July 19).

[Get The Offer](#)

Introducing The Business Take-Off Tool Kit

Alongside this, to help get our customers involved and offer even more value (especially to those that are unable to visit the trail), we have developed a customer value calendar designed to help your business **ROCKET** this summer.

Named the Business Take-Off Tool Kit, we are covering a variety of topics, including:

- Creative ways to engage your teams remotely
- 5 Tips to make more of your office space
- Simple guidance to help your business reduce your carbon footprint
- Mental wellbeing tips and wellness exercises to support your people
- Your technology challenges resolved by a panel of experts

... there really is something for everybody.

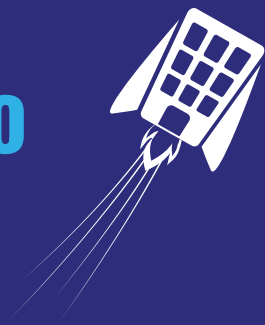
Featuring a number of key partners including O2, local experts and charitable partners, we will be sharing more information about the Business Take-Off Tool Kit shortly.

Let your Account Manager know if this is of interest to you!

THE BUSINESS TAKE-OFF TOOLKIT

COMING SOON!

Support to
help your
business
ROCKET this
summer!



NEW SUPPORT RELEASED EVERY THURSDAY
26TH JULY - 26TH SEPTEMBER



Email Your Account Manager to Learn More

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A Wild in Art event brought to you by
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