



“The phone is our office, so we take it everywhere in our hands, which means we don’t have to worry about missing customer calls or forgetting anything – it’s all in one place.”

power to you



“With Vodafone One Net, we have the freedom to make as many calls to clients and to each other as we need to, without worrying about the cost.”

Marie Behenna-Moran, Founder, FitMama

The trainers at pregnancy exercise specialists FitMama are always on the go as they deliver exercise and education services to pregnant women and new mothers through both public classes and private sessions.

As the business expanded, its communication bills were getting bigger, yet its staff weren't able to stay in touch with each other or with clients as effectively as they would have liked. Controlling costs and increasing ease of contactability – on both counts, Vodafone One Net is helping.

The Challenge

Founded in 2005 by Marie Behenna-Moran, FitMama is a pregnancy exercise specialist offering exercise and education services to pregnant women and new mothers in and around Basingstoke, UK. FitMama provides both public classes and private sessions, to help pregnant women prepare for the rigours of labour and new mothers to heal from the physical stresses of birth.

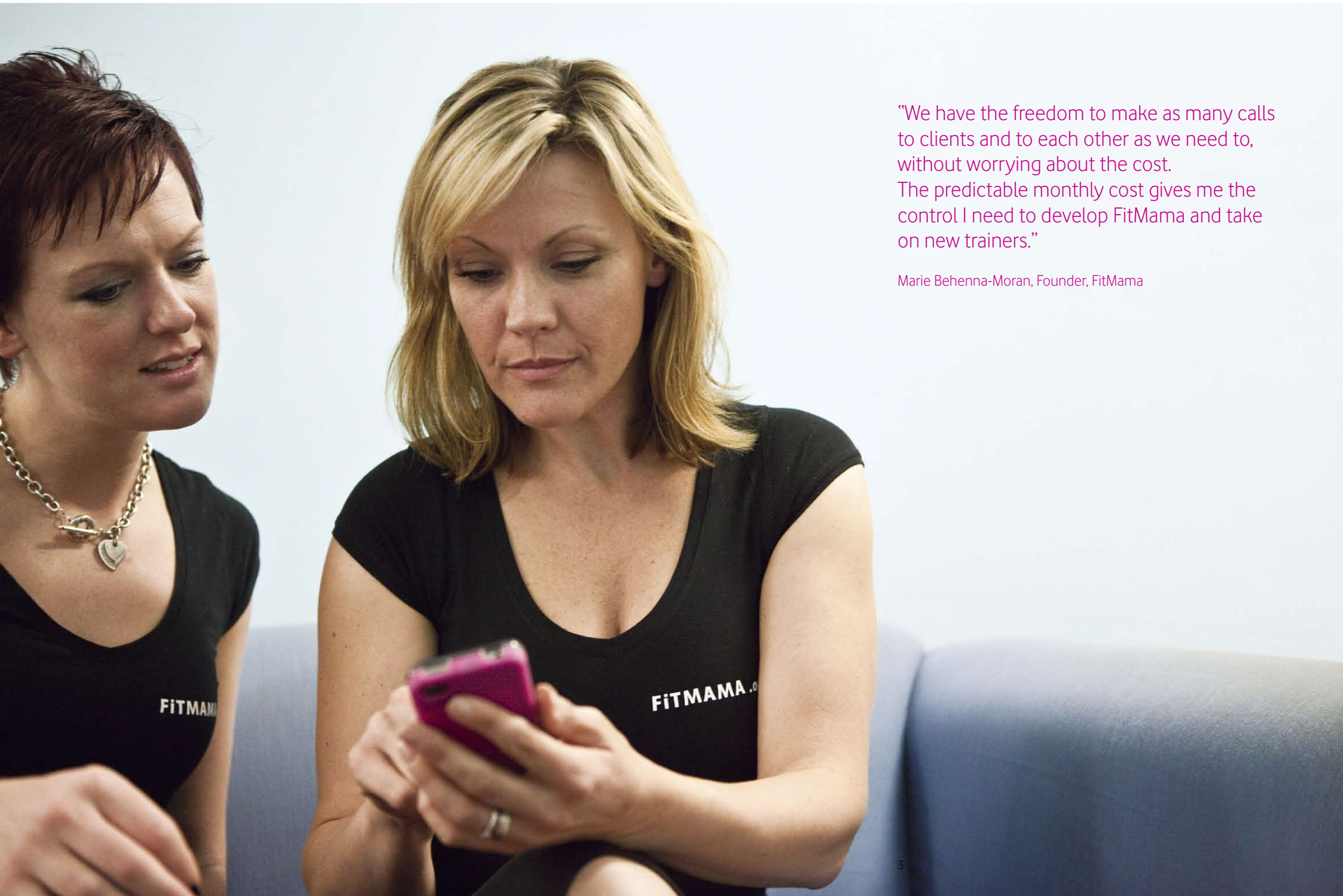
When delivering its services, FitMama strives to work closely with local midwives, supporting their efforts to reduce complications during pregnancy and birth as a result of fitness and obesity issues. Marie also provides telephone support to clients outside sessions, if they have specific questions or simply need a sympathetic ear. In addition, FitMama works to foster a sense of community and peer support among the women who use its services.

This involves arranging get-togethers, linking women together directly through telephone contact lists and a Facebook group and sharing news with them through SMS messages, among other things.

Marie is now taking FitMama to the next level by bringing in other trainers to work under the FitMama brand, starting with Lola Turvey, who joined her in 2010. However, expansion was adding to the challenges Marie already faced running the business.

“The nature of the business is that we're very mobile,” she explains. “I need to be able to take my office with me, but historically I would have to rush back to my office at home several times a day to check email. I also get a lot of enquiries by text message, so I need to be able to easily send quick messages to clients.”

Marie highlights the limitations of her previous communications solution: “The costs were expensive and unpredictable, which didn't fit well with our slightly unusual cash flow, where our clients typically book a series of courses lasting six or ten weeks up front. I needed a set monthly phone bill, so I could manage costs more easily, and so that we're comfortable still making the calls we need to make, even when our cash flow is tight. On top of that, we disliked the handsets from our previous provider because they were very hard to use.”



“We have the freedom to make as many calls to clients and to each other as we need to, without worrying about the cost. The predictable monthly cost gives me the control I need to develop FitMama and take on new trainers.”

Marie Behenna-Moran, Founder, FitMama

“The smartphones provided as part of the Vodafone One Net package are very easy to use and provide us with access to absolutely everything we need. I can do everything I need to while on the run between appointments.”

Marie Behenna-Moran, Founder, FitMama

Greater freedom and control

When Marie was introduced to Vodafone One Net, she quickly realised it offered the freedom to make calls while controlling costs, along with handsets that allow her to access everything she needs to run her business while on the move. Another key benefit was that Marie could transfer her existing mobile number to the Vodafone One Net solution. “My number is on all our marketing material, so it was absolutely essential to be able to take that with me to a new service,” she says.

“At every stage, Vodafone made me feel like a proper business client,” Marie says. “The transition was smooth on Vodafone’s part, with no break in service, while getting the handsets set up was straightforward.”

Vodafone One Net allows FitMama to stay in control while Marie and Lola are out and about “The new smartphones provided as part of the Vodafone One Net package are easy to use and give us access to everything we need, including email, Facebook and the FitMama website,” says Marie. “Because I have my phone with me wherever I am, I can do everything I need to between appointments.”

“It’s freed up all the time I used to spend travelling back to my office each day to check email, while allowing us to look more efficient to clients because we can respond more quickly to queries,” says Marie. “We can also give much better support to women when they need emotional support by phone, because we can ring them and stay on the call for as long as they need us to be, without worrying about the costs.”

Another benefit has been to improve communication between Lola and Marie. “I can forward emails to Lola and she can pick them up immediately. We even use the service to access the internet to research resources and keep up with the latest exercise trends.”

Moreover, Vodafone One Net is delivering significant financial benefits. “We have the freedom to make as many calls to clients and to each other as we need to, without worrying about the cost,” says Marie. “We’re probably paying half what we were under our previous package, although it’s hard to make a direct comparison because Vodafone One Net has given us the freedom to use our phones so much more.

The predictable monthly cost gives me the control I need to develop FitMama and take on new trainers. I now feel much more confident that I can supply a phone as part of the package for any new staff, because I’ll know what the costs are.”



Next steps

The next step will be to take advantage of the total Vodafone One Net solution by giving Marie both a fixed line number and a mobile number that both ring through to her smartphone.

"I plan to use the landline number on our next round of marketing, because a lot of people are wary of businesses that only advertise a mobile number. But I know customers will still reach me no matter which number they call."

- Staff working at different venues can access everything they need to run the business, through their smartphones and Vodafone One Net.
- They can deliver a better service in a more efficient way, for example by being easy to contact and making more productive use of their time.
- They have the freedom to make calls to customers and each other for as long as they need to, without worrying about the costs.
- FitMama estimates it is saving around 50% on call costs compared with its old service.
- Predictable monthly costs give FitMama the control to grow and take on new staff.

To find out how your business can gain from better communications, visit: www.vodafone.co.uk or contact your Vodafone account manager today.

