

With Rotageek, O2 saved £2.5M in the first year



## How did Rotageek's scheduling software help O2?

O2 is the commercial brand of Telefonica UK Limited and is a leading digital communications company with the highest customer satisfaction for any mobile provider according to Ofcom, with over 23 million customers.


Before working with Rotageek, O2 used spreadsheets to schedule staff across the O2 stores. This meant a number of challenges: spreadsheets are time consuming to write, difficult to share and are inflexible once published. What's more, they don't provide a central team oversight nor staff metrics. The O2 team set out to implement a scheduling solution that would allow stores more agility to adapt to customer needs, giving central teams the necessary insight to always meet customer demand.


***"What we get is a great product at exceptional value."***

Operational Efficiency Manager

After a 2-month proof-of-concept trial in July and August 2014, we implemented Rotageek across the 267 company-owned O2 UK stores in two phases between January and February 2015. With a series of daily webinars, we achieved 84% store engagement within 14 days and 99% store engagement within 21 days.

By Q3, O2 saved £2.5m through better scheduling - a large return on investment. O2 were able to identify 6,300 hours per week of staff time that was reinvested in the customer experience without increasing costs. As a result of more targeted, data-driven staff scheduling, stores have also seen improved operational efficiency.

 Industry  
Retail

 Employess  
+2,500

 Stores  
+280