

FIRST-CLASS MOBILE COMMUNICATIONS

JOHN COLLINS profiles the excellent services on offer from Pioneer Communications, the mobile communications specialist, with help from a recent case study

In today's fast-paced global economy, never has effective communication been so vital. From basic business mobile telephone systems to complex enterprise networks, today's progressive businesses can only remain ahead of the competition by having the very best in leading-edge mobile communications solutions.

One company that is ideally placed to help businesses with all their mobile communications requirements is Pioneer Communications. With over ten years experience in mobile communications, and a retention level in excess of 90%, Pioneer Communication Solutions has developed an excellent understanding of the importance of good communication in today's business market place.

As a provider of all five mobile networks - Voda Phone, O2, Orange, T-Mobile & 3, Pioneer can provide your business with a tariff that is specifically suited to your needs - a tariff that benefits your company's call patterns and saves you money.

Pioneer also provides clients with quarterly account reviews, offering them peace of mind that it is always working on their behalf, ensuring clients can concentrate on other parts of their business.

One of Yorkshire's most successful legal practices has recently improved their service to clients through the innovative mobile technology provided through Pioneer Communications. Chadwick Lawrence, which has six offices and more than 180 staff across West Yorkshire, has joined forces with Pioneer Communications to introduce the latest BlackBerry technology to its 11 partners.

Marshall Frieze, managing director of Pioneer explains: "The BlackBerry is a pocket-sized wireless device that enables users to send and receive emails while out of the office. It also operates as a mobile phone, so the team at Chadwick Lawrence has the same communications facilities on the move that they would expect at their desks."

"The fax machine, the first mobile phones and the recent advent of e-mail have all changed dramatically the way that companies manage their

business. Mobile e-mail is just another example of how technology can enable businesses to be more productive."

Scott Evans, quality manager at Chadwick Lawrence explains: "This new equipment will enable us to maintain our leading position and provide further improvements to our high levels of client service.

"One of the aspects that our clients value most is our ability to provide a prompt, personal and professional service. Mobile e-mail technology, through a hand held device, allows us to do just that. Until very recently, you could only receive e-mails away from the office by carrying a laptop computer and plugging in into a phone socket. In many cases, that was simply impractical.

"Our partners often work away from our offices, at court, at client premises, offices, or in barristers' chambers. The new BlackBerry technology enables them to see the same e-mail, on the move, as they would on their office screens. Everything is synchronised with our main computer system, so no messages can go astray, and, if necessary, colleagues can receive and respond to messages instantly, wherever they might be doing business in the region or even, in the case of commercial law team overseas."

Marshall Frieze says that some business commentators see the proliferation of mobile technology as damaging to work life balance but he disagrees. "Yes, new technology means that we each receive more information than ever before but that does not mean that we need to be slaves to that technology.

"Instead, e-mail by mobile phone gives business users the chance to sieve out the messages that are most important, and which require an urgent response. The rest can wait till later."

Of course, not all companies understand how to best make mobile communications technology work for their business, and the whole area can prove a confusing minefield for many. This is where Pioneer



Communications comes in, talking clients through the available options and advising on the solution that best fits their business.

Indeed, an example of how Pioneer works to develop solutions that provide genuine bottom line benefits for business is its Business Base Tariffs service. Says Marshall: "Not all businesses benefit from having inclusive free minutes, in fact for some companies it can be a total waste of money. That's why Pioneer has developed the "Business Base" tariffs. Business Base offers a fixed line rental and excellent call charges allowing clients to be in a situation where they only pay for what they use. Business Base tariffs can be tailored to each individual client's needs. After all, which two businesses are the same?"

"Your company's pro-active account management is quite different to our previous experiences with other companies and extremely re-assuring"

Gary James, Mann Construction.

"Marshall Frieze and his team can only be commended for their service and knowledge of the industry and are a pleasure to deal with."

David Mann, Wizz Products.

For more information on how Pioneer can help your business, please visit www.pioneer-comms.net or call 0870 2000 333

