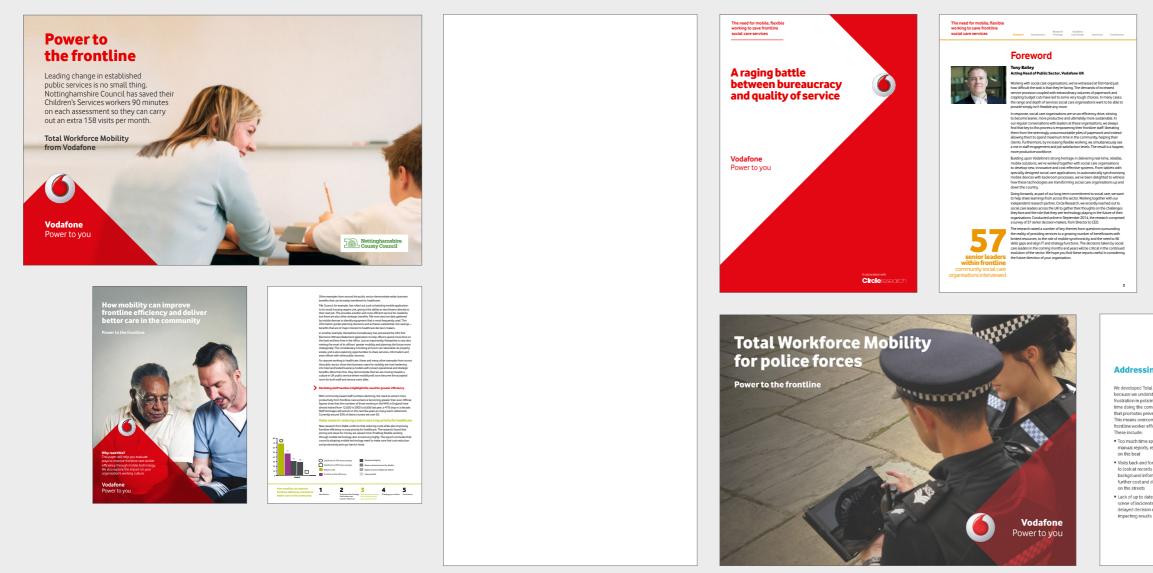
## it's public sector knowledge You just need to know where to look

# **Case Study: Vodafone** 'Total Workforce Mobility'



### **Their Brief**

Vodafone wanted to reposition their role in Field Force Automation (FFA) as being more than just the mobile device provider. The requirement was to develop a differentiating proposition and launch this to the public sector audience – through a content-led programme of communications and traffic driving online advertising.

#### **Our Solution**

Our strategy went beyond FFA propositions offered by competitors and demonstrated the benefits of a total solutions approach: 'A complete approach to field force automation from Vodafone'. The first phase of the campaign concentrated on sales training and establishing a web presence. Phase two was about raising awareness. We targeted Healthcare, Social Care and the Police – all sectors known to have a need for improving the effectiveness of their mobile workforce by reducing paperwork and bureaucracy. The creative idea was inspired by 'heroing' those people working out in the field and the community: Power to the frontline. All the campaign assets – from advertising to content pieces – used case studies to bring the Total Workforce Mobility proposition to life.





#### Addressing longstanding frustrations in policing

Workforce Mobility and the biggest g – not enough munity-based work ntion and action. ning a number of

ent on writing up sulting in less time th to the office and check nation, adding

records at the s, leading to thy change is needed its to numbers of officers means aximisation of individuals' productivi more important than ever.

by over 34,000 people by March 201: compared to 2010

spectorizate of Constabulary 4MIC) report of 2014: "Policing in usterity. Meeting the Challenge", he proportion of remaining police fifcers in frontiine roles is expected increase from 99% to 92%, but MIC has continued concerns about he crosion of neighbourhood olicing as the remit of police officers Some officers are spending more of a way from their neighbourhood ests because they have more crime investigation work to do. This means hey may have less time for crime revention work, which is crucial to he success of the police's principal urpose – protecting the public."

