

four

The power of together



Bespoke Mobile Communications for a Global Agency

Four is one of the leading independent integrated marketing communication agencies in the UK and the Middle East.

Four offer a truly integrated approach with services spanning advertising, digital, social, media planning & buying, marketing, PR, public affairs, events, insights & planning and sponsorship.

The agency has shown strength in some key sectors including property, health, travel, financial services, retail, culture and the public sector.

Communications solutions - Giving integrated campaigns a voice.

Four Communications is all about delivering powerful marketing campaigns by working together as one with their clients.

To be successful, Four requires seamless communications and the latest technology, all underpinned by a partnership with a strategic communications solutions provider who are able to:

- Create the means to allow greater mobile working, using technology to improve staff productivity
- Improve the efficiency of communications and staff availability across the business
- Deliver cost savings across their mobile estate
- Ensure better cost-predictability when teams travel abroad

Cost effective mobile solutions that are totally flexible.

Mobility is key to Four's operations. Its creative, account and support teams are always on the move, meeting clients and consumers around the globe.

Jake Fraser, IT & Operations Director at Four whose span of responsibility includes IT, Telecoms, Facilities, Risk and Compliance selected Conosco (formerly known as Tancroft) in 2016 based on business mobile solution that provides complete adaptability with custom-built tariffs that meets operational needs.

In addition to better pricing, the option of direct billing and availability of a flexible Technology Fund helped Jake select Conosco's business communication services over other standard operators in the market.

A truly mobile solution for a workforce on the go.

Our communications team helped Four with:

- Improved staff productivity and connectivity across the company, sites and clients
- Proactive management of Roaming costs with relevant international tariffs & data bundles applied as per business needs
- A dedicated Account Manager to proactively work alongside Four to improve service, cost and support
- Customised billing and reporting data that help with cost control and predictability for better decision making

For over 3 years and counting now, Four has been looking at Conosco to provide a continuous and reliable service, and one that gives them the flexibility and adaptability they need. Four's employees never miss a call, in the office or on location, thanks to Conosco.

“Conosco take the headache out of managing mobiles, and provides Four with a tariff that genuinely meets the needs of its staff, rather than finding a rough fit from a list of network tariffs. Four has a global footprint and teams constantly travelling, so the management of roaming costs is essential as well as ensuring staff can always connect and communicate. Conosco helps Four to run a sizeable mobile fleet efficiently, taking away the hassle of negotiating mobile contracts. The service just works.”

Jake Fraser,
IT & Operations Director
Four Communications Group

