



Supporting businesses and those who work on Stakehill Estate

## Stakehill BID Business Profile

Stakehill BID recognises that now more than ever it is important to stay in touch with businesses in Stakehill. Please get in touch tell us about you, your experience and key thoughts during the current issues we are facing.

Questions	Answers
<b><i>What is your name and your business?</i></b>	MID Communications LTD independent franchise of O2 (Telefónica UK Limited)
<b><i>What does your business do?</i></b>	<p>We are an independent franchise of O2 (Telefónica UK Limited) and operate within the Northwest. We sell O2 products and services under the O2 brand in line with O2's instructions. We are a fun, energetic and most importantly a professional company operating locally within several communities across Greater Manchester, Cheshire, Merseyside, and the Fylde coast.</p> <p>From our first retail store in Cleveleys, we have continued to grow to the Business we are today, We operate 16 O2 retail stores and our Head Office and Contact Centre based in Rochdale supplying connectivity to businesses across the UK,</p>
<b><i>Where are you located in Stakehill?</i></b>	We are based in the Old Link house unit as you enter the estate, The Building is now called MID House since we moved on to the estate in 2017 after relocating from Broadgate in Chadderton.
<b><i>How has COVID-19 affected your business?</i></b>	As our retail stores have been closed for the past 12 weeks this has impacted our business massively, Our business works on a revenue model and have been affected in the short and long term.



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	<p>Over the past 12 weeks we have not been able to offer a service to our existing customer base which has seen them opt for another upgrade method, Online or over the phone which then sees the revenue go to other O2 Channels. Our new customer base growth being non-existent we will see the impact of this in the next 12/24 months, as well as immediate cash into the business through Accessory and Smart technology sales.</p>
<p><b><i>How will your business operate post COVID-19 crisis?</i></b></p>	<p>I believe retail will not be the Same, I have worked in retail since I was 16 years old across various roles in sales and Leadership and with the O2 brand for 15 years, I have seen retail evolve over time and the past 5 years has been a massive shift to customer experience, education and theatre to combat an ever increasing competition on the Highstreet and the emergence of Online.</p> <p>So As we Plan to open our O2 retail stores here at MID Communications since the 23<sup>rd</sup> March 2020 the Team have been in Strategy and planning Mode ready for the 15<sup>th</sup> to ensure we continue to provide a world class experience for our customers while adhering and exceeding health and safety measures to protect our team and our visiting customers.</p> <p>Will we see an increasing decline in footfall, During Lockdown customers buying habits have changed As we have seen a boom in online shopping or will customers flood back to the Highstreet... I Hope so... but see below what to expect.</p> <p>What will change in retail?</p> <ul style="list-style-type: none"><li>• The Pace, for customers and employees, retail is faced paced, just look at peak times of the year.. Christmas, Black Friday.</li><li>• Expect to Queue, But read on to see how we have gone above and beyond to beat and jump the queue.</li><li>• It may feel less personable.</li><li>• Not all services will be available.</li><li>• More Retailers going cashless.</li></ul>



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- Click and Collect will evolve to drive less human contact.
- Lower prices and sales to drive cash in the bank.

From Monday 15th June we started to re-open our 16 retail stores.

So What does this mean for our customers?

Changes have been made in our stores to protect our colleagues and customers.

These changes include changes to the customer welcome:

- All our stores will have a host to greet customers on arrival
- The host will establish the reason for the customer's visit
- If there's a team member available to help them, the customer will be allowed to enter the store
- The customer won't be able to enter the store until there's a team member available
- Some of our stores may allow 1 person (who is next in line) to wait outside the store
- For remaining customers our host will take the customers' details and use our store queue management system which will notify the customer when a Team member is available
- NHS and Care Workers who show their ID badges will be given VIP access to queue jump.
- In Addition here at MID Communications we like to go above and beyond to provide a world class experience for our customers so we have launched our Appointment booking service across our stores, we may even give our customers a call to see if we can assist over the phone to save a trip to store.



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When in store our customers will see:

- Team members wearing PPE such as cloth masks and PPE visors
- Team members sanitising their hands (in addition to regular hand-washing) and sanitising surfaces in the store. Hand sanitiser is also for customer use.
- Some areas not available for use - to support social distancing
- Card machines and demo devices being cleaned after each use
- Team members wearing a 'Stay safe' t-shirt or the O2 uniform
- Team members maintaining 2m social distancing

Customers will be asked:

- Card payment Only as our stores are now cashless, contactless payments wherever possible (contactless limits have been increased to £45)
- Maintain 2m social distancing throughout their store visit.

Note: The following services are currently suspended:

- Click & Collect and Click & Collect today
- Loan phones
- Data transfers and diagnostics
- Guru appointments

***What advice would you give to the other businesses in Stakehill to adapt the post COVID-19 crisis?***

Health and safety in the workplace is key, We employ over 100 employees across our retail stores, Upon feedback from our team there biggest concern was their safety, The measures we implemented put our team members at ease an enabled them to return to work with confidence.



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Keep engaged with your employees and provide regular communications, Provide your team with training where possible.

And importantly gather their feedback, thoughts and feelings and make adjustments where possible to create a happy workforce.

I wish you all the best on the battle back to the new norm.

Martyn