

xMatters Modernizes Major Incident and IT Collaboration for Britain's Telecommunications Leader, O₂

INDUSTRY

Telecommunications

ABOUT O₂

O₂: O₂ is the commercial brand of Telefonica UK, a leading digital communications company that has over 32 million connections to its network.

HIGHLIGHTS

- **88% reduction:** time to send communications
- **85% reduction:** time to engage stakeholders

“If our systems fail, xMatters dramatically improves our ability to send targeted messages.”

George Guthrie ▶ Major Incident Lead O₂

Reduced incident engagement time to 3 minutes


O₂ is a mobile network operator and the principal commercial brand of Telefónica UK Limited, which is part of the global telecommunications group Telefónica S.A, headquartered in Spain and operating in Europe, and North, Central and South America.

O₂ was awarded Best Network Coverage in 2018 by uSwitch and with over 32 million connections to the network, it runs 2G, 3G and 4G services across the UK, as well as operating its nationwide O₂ Wifi service.

The company is the network of choice for mobile virtual network operators such as giffgaff, Sky Mobile and Lyca Mobile as well as managing a 50:50 joint venture with Tesco for Tesco Mobile.

O₂ has around 6,700 employees and over 450 retail stores and sponsors England Rugby, The O₂ and 19 O₂ Academy music venues across the UK. Through a comprehensive sustainability strategy O₂ is also creating work experience opportunities for 16-24 year olds via its GoThinkBig platform, enabling customers to reduce their impact on the environment by recycling their old devices through O₂ Recycle and, in partnership with the NSPCC, helping parents to keep their children safe online.

O₂ is the only mobile operator in the 2018 Social Mobility Employer Index and was named as one of the best places to work in the 2018 Glassdoor Employee's Choice Award.



xMatters offered us four key benefits, a mobile app, targeted messages, automated escalations, and easy-to-build, easy-to-send templated communications.

George Guthrie ▶ Major Incident Lead, O2



The importance of connection

When it comes down to it, connecting people—families, friends, businesses—is what O2 does best. But it's more than a connector of people. With its technology, the company is a critical part of British infrastructure. Providing services for connectivity for tracking and payments on the London transit system.

For George Guthrie, Major Incident Lead at O2, the company's integral place in British society comes with significant responsibilities. "You realise how critical your job is," George says. "You realise, as an organisation, we must prepare ourselves to lead and be prepared for when things go a little off."

The company excels in the market because of its innovative technology and wanted to take this innovation internally by ensuring that its critical steps to initiate major incident communications and engaging stakeholders were reduced. After taking the helm of the major incident management group, George wanted to up level IT communications so the internal staff could be as well connected as O2's customers.

xMatters: More efficient and more effective communications

Looking to modernize, automate, and simplify its incident management operation, O2 identified xMatters as a world-class provider of enterprise-grade major incident management. "xMatters offered us four key benefits," George explains. "A mobile app, targeted messages, automated escalations, and easy-to-build, easy-to-send templated communications."

In addition, xMatters' ability to target the right people has proved invaluable in an organization with so many different teams. "If our systems fail," says George, "xMatters dramatically improves our ability to send targeted messages."

Lastly, xMatters configurable templates simplified O2 incident managers' jobs. "Today, we have 200 different pre-populated xMatters templates," says George. "When there's an incident, xMatters makes it easy to quickly find the relevant resolver, understand the pertinent information to communicate, and then get the communication out fast. That efficiency and effectiveness makes all the difference."

The smartest solution for incident management

xMatters has transformed the way O2 manages incidents, and the results have been impressive:

- Reduced the number of clicks to engage stakeholders
- 2 minutes to send communications, an 88% reduction
- 3 minutes to engage stakeholders, an 85% reduction

George and team aren't resting on their laurels. "Now we're looking to integrate our monitoring tools with xMatters even more," says George. "Once we've integrated, we'll be able to go directly from the alert to the communication, and we can take the incident manager completely out of the loop." At the end of the day, the more xMatters can simplify and automate communications when things go awry, the more George's team and the broader O2 IT team can focus their skills and talents on more strategic initiatives.

xMatters.com