

Uniting WA and Macquarie Telecom.

Staying safe and connected in the community.

Support

Situation

Commencing operations as UnitingCare West in 2006, Uniting WA is a leading community services organisation in Western Australia and a member of the UnitingCare Australia network. Spanning a broad range of services for families and children, people with disability, people experiencing mental health issues or homelessness, and people re-entering society from prison, Uniting is driven by a commitment to address vulnerability and disadvantage.

As an organisation that's centred around the community, the staff and volunteers working for Uniting WA are deployed right across the Perth metro area and the Great Southern region of Western Australia. Their teams work to support people dealing with complex challenges, often brought on by intergenerational trauma or situational crisis.

Welfare organisations often perform crucial functions in the community but have to divide a limited budget across a range of services – each of which is necessary and valuable. They need a mobile telecommunications provider that can deliver cost savings at a contractual level, a way to manage usage effectively to control cost, and network reliability and reach that won't let them down when direct contact is essential to ensure workers' personal safety.

Before choosing Macquarie Telecom, Uniting faced several material challenges. Support requests to their incumbent telecommunications provider were inadequately looked after, leaving their internal team to take ownership of managing these requests themselves. At a strategic level, their account manager was not equipped to work with them to build a mobility plan that would take them into the future. And on a practical level, a lack of network investment by their carrier caused a rise in network capacity and coverage problems, sometimes resulting in inadequate protection for their staff and volunteers. Underneath all this their costs continued to escalate, despite ever decreasing service levels.

Despite a long history with their telco, there was no evidence that this situation would change, and it became unsustainable. Uniting needed a telco that would listen to them, provide value and cost control management tools, and deliver network service they could rely on.

Solution

A promise of something different

Uniting WA decided to evaluate alternate telcos, hoping to find the level of service and functionality their business demanded. They began the process with a level of pessimism, familiar with the telco industry's reputation for overcharging and underserving. Macquarie painted the opposite picture: significantly lower costs combined with local, accountable service. We shared our NPS score (which was +69 at the time, and sits at +73 today), which stood miles ahead of the nearest competing telco.

Proof in the delivery

Macquarie Telecom's UnTelco approach to service became evident from the moment we transitioned Uniting's services over to our network. Luke McNiece, their Principal Practice Lead Commercial, recalls the difference. "From that first interaction, we could see that Macquarie Telecom's people genuinely believed in being accountable. Our project manager communicated the transition plan with us clearly, and worked with our specified timeframes to transition each team at a time that wouldn't interfere with their work. It was a working partnership from the start", McNiece explains.

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Luke McNiece - Principal Practice Lead Commercial, Uniting WA

Customer story: Uniting WA



An end to bill shock

Having onboarded over 200 mobile services, Uniting WA now expected tight control over their fleet's usage and spend. In the past, their carrier had provided retrospective reporting, but wasn't equipped to provide realtime alerts for excessive or unexpected use. During the COVID-19 lockdown, the shift to remote working meant it was even more important to keep track of usage trends, and quickly address excess usage.

FleetView's email and SMS alerts can be configured for individuals, teams or cost centres. Uniting was able to choose suitable usage limits based on roles, and respond quickly when those limits were exceeded. "We've been able to manage our data pool very well", says Luke McNiece. "With more of our people using their mobile as a wireless hotspot at home, FleetView has successfully prevented bill shock – something we used to encounter often prior to our move to Macquarie."

Keeping their people safe, no matter what

Uniting's teams work with people in a diverse array of circumstances, and sometimes members of their team are placed into situations that could threaten their personal safety. Uniting is passionate about the successful support and rehabilitation of the people it works with in these environments, but also knows that the wellbeing of their staff and volunteers is a priority.

To make sure their people feel safe in these challenging situations, Uniting uses a managed security app called Safe Haven, operating over Macquarie Telecom's 4G network. Featuring 24/7 operators, instant response SLAs, and security guard deployment when needed, the app depends on a wide-reaching mobile network with strong in-building penetration to provide the instant personal security the situation demands. "In the past, we experienced coverage black spots with our mobile provider. This jeopardised the safety of our front-line workers, which wasn't acceptable given the nature of their work", explains Luke McNiece. "Macquarie Telecom's network has proven rock solid."

Here's how Macquarie Telecom makes things better for Uniting WA:

- ✓ Customer service that lives up to the high NPS score it achieves.
- ✓ An account manager who always wants to learn more about their business.
- ✓ Significant cost reduction of over 60%, and realtime tools to manage cost ongoingly.
- ✓ Mobile network coverage that doesn't let them down.

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Result

Choosing Macquarie Telecom has reshaped Uniting's view of what a telco can be. Luke McNiece summarises it simply: "Your whole organisation seems to want to build a thorough understanding of every one of your clients."

It's our experience and understanding of what customers need that's helped us make a difference for Uniting. By providing a strong network, supported by our Australia-based call centre and a local account manager in Perth, we've helped them keep their

people safe and productive. And by delivering a competitive pricing package and easy to use tools to manage usage in realtime, we've delivered savings of over \$6,000 every month – reducing their monthly invoices by an average of 60%.

"By choosing Macquarie Telecom, we've chosen a telco who looks after us, instead of a telco we needed to manage. We're looking forward to a long, effective partnership", McNiece tells us. The good news? We feel exactly the same.



Mobile



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