



Pure Mobile Connectivity in Serviced Offices

Case Study

When you work from an office space you want it to be able to do the essential things like, being able to make a phone call and for all the computers to be connected to the internet. Uninterrupted office logistics and amenities are the minimum service deliverables for flexible office space providers like Pure Office. Although the tenants were satisfied with other services Pure Offices was providing, the mobile signal issues were generating a raised number of complaints from the tenants of their Nottingham site. As a reputed flexible office space provider, resolving this critical customer experience issue was a top priority for Pure Offices.

The Problem

Pure Offices faced a dilemma when not one, but 7 of their UK sites received regular complaints from frustrated tenants about missed calls or the inability to make and receive calls on their mobile devices within the building.

Business Needs

Pure Offices is a key player in the UK serviced office market. Established in 2007, Pure Offices own and manage office space in over 21 locations across the UK. They offer personalized, flexible office solutions to entrepreneurs, SMEs and larger businesses. By carefully designing office locations to maximize light and natural ventilation, the team at Pure Offices have created modern spaces to meet the demands of the modern workplace.

Pure Offices have also identified that the level of connectivity and digital infrastructure in buildings is key to attract businesses and have installed the best-in-class technology to provide indoor mobile signal connectivity in their sites across the country. With all of this and on-site support teams, business owners can focus on running their business whilst Pure Offices take care of the rest.



Mobile Signal

Due to the construction materials they were experiencing poor mobile signal within the building



Multi-Network

For employees and visitors working within the office space



The Solution

Frequency Telecom is the master distributor of Nextivity's Cel-Fi mobile signal boosters which are licence-exempt and fully meets the regulatory requirements in the UK (Ofcom SI 2018/399) and Ireland (ComReg S.I.No.283 of 2018). Colin Giles, Sales Manager at Frequency Telecom conducted several consultations with the Pure Office team starting with the review of the site plans of the Nottingham office. He recommended a site survey to verify the most cost-effective solution for the size of the building. Giles says, "The site inspection is a vital step in the process. It helps to determine which products are the most effective in a building and considers many factors. Each type of venue presents its own unique set of challenges and it would be unwise to propose a largescale multi-network solution based solely on analysing a building's site plans."

The site inspection confirmed that the Cel-Fi GO X would be the most appropriate solution for the size of the building. By deploying 12 x Cel-Fi GO X boosters and 4 x Cel-Fi External wideband antennas, the issue of poor coverage on all networks would be resolved.

The Results

The installation of the 12 x Cel-Fi GO X solution was completed within 3 days. Day says, "The results were instantaneous – areas of the building that previously had low – to zero coverage now had full signal strength, resulting in 100% positive feedback and many happy customers!"

Following the successful deployment at the Nottingham site, Pure Offices commissioned Frequency Telecom to provide the Cel-Fi GO X solution at their other sites where the mobile signal was known to be poor. By the end of August 2020, 6 additional sites at Cheadle, Warwick, Weston Super Mare, Cheltenham, Oldbury and Leeds will benefit from enhanced mobile coverage as a result of Frequency Telecom's Cel-Fi solutions.

For Pure Offices' sites already completed, the mobile signal has significantly improved. Feedback has been resoundingly positive and many satisfied tenants are looking to extend their leases.



Business Benefits



Improved Signal



Multiple Network Coverage



Full Mobile Coverage



Cost-effective solution