

# Pure mobile connectivity in serviced offices

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## **Cel-Fi Mobile Signal Boosters adds premium mobile connectivity to Pure Offices across the UK.**

When Pure Offices received daily complaints from their tenants about the inability to make full use of their mobile devices in several of their sites across the country, they acted decisively to find and install a robust, reliable and legal in-building coverage solution to satisfy their clients' demands.

### **Background**

There has been a surge in companies looking for serviced office space and it is not hard to see why. With high rental charges and long leases still commonplace for office space in some urban locations, this decentralised serviced offices solution present a convenient, attractive and cost-effective proposition for business owners and their employees.

In addition to flexible leasing agreements and scalable office space, services offices come with a range of included amenities. One of the most valuable of these is Wi-Fi and mobile phone connectivity.

### **The Business**

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.

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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.

## **The Challenge**

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.

Tenants were forced to roam the building or step outside to get an adequate mobile signal, impacting the client's ability to conduct their business effectively. It was harming customer satisfaction with the Pure Offices brand. As complaints escalated across their sites, the Pure Offices team were set to task to find a viable solution.

However, delivering seamless, reliable mobile connectivity throughout 40,000 ft<sup>2</sup> buildings is not a straightforward task. If it is not approached correctly, it can be costly and ineffective.

Pure Offices selected their Nottingham site as the pilot site to test and trial several solutions to resolve the issue of poor in-building mobile coverage.

Stephen Day from Pure Offices said, "One of our key serviced offices in Nottingham is in a mobile network blackspot, affecting the whole building and with all 4 of the main UK mobile networks providing little to no coverage internally. As a result, our customers had been complaining daily of poor connectivity and difficulty conducting their business."

"We tried several solutions, such as WiFi calling and network provided booster boxes, but results were intermittent and unreliable. We needed a robust, corporate solution that required minimum attention from us as landlords and provided our customers with full mobile network coverage across all 4 networks. That's when we approached Frequency Telecom.", said Day.

## **The Solution and Result**

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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). Endorsed by the mobile networks, Cel-Fi mobile signal boosters provide a legal means of delivering the best-in-class in-building mobile performance without interfering with the wider network.

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 large-scale multi-network solution based solely on analysing a building's site plans."

**CEL-FI™  
GO X**



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 Cel-Fi GO X smart signal booster provides up to 100dB gain in an indoor area of 15,000 ft<sup>2</sup> / 1,400m<sup>2</sup>. The Cel-Fi GO X is IP65 rated, weather-resistant and does not interfere with other wireless devices. Cel-Fi GO X is cost-effective and easy-to-setup for users and installers.

The installation of the 12 x Cel-Fi GO X solution was completed within 3 days.

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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.

# frequency

Established in 2002, Frequency employs over 60 people, across the UK, Germany and the Netherlands. Frequency Telecom is the master distributor of Nextivity's Cel-Fi range of mobile signal boosters in the UK and Ireland. Cel-Fi products 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).

The Cel-Fi commitment is to protect the operator's network, deliver the best in-building mobile performance, and be the easiest solution to install.

Frequency has successfully installed indoor mobile signal solutions at the NHS, Pure Offices, BBC, Hotel Chocolat, Lincoln Epic Showground, Premier League and many others.

See our [product range here](#).

Additional information is available at [FrequencyTelecom.com](http://FrequencyTelecom.com), on [Twitter](#) and [LinkedIn](#).



At Zonewave our combined experience spans over 50 years in the telecoms industry. Zonewave are proud to have provided signal solutions for prestigious clients such as The Royal Opera House, The Government Legal Department, and Warner Media.

Zonewave believes that the highest quality solutions deserve the highest quality installations. Point of sale connectivity, free to roam data collection, WHSE automation, IoT enablement, and patient data availability are just some of the reasons our clients have chosen our solutions.

Additional information is available at [ZoneWave.co.uk](http://ZoneWave.co.uk), on [Twitter](#) and [LinkedIn](#).