

Comms Business - May 2010

Focus 4 U rocks mobile broadband

Chris Goodman, managing director at Focus 4 U, says his company is now at a point where over 40% of its customers have got mobile broadband connections, with the average being one for every four voice connections.

"These often act as an add-on sale, creating additional revenue over and above the original deal," comments Goodman. "The margins are generally very high, as commissions are still very strong from all of the networks. It also helps that mobile broadband deals come with a fixed hardware cost; customers have no need to erode the profitability of the deal by pushing for a better device."

Once a customer has a mobile broadband connection on their account they will typically keep it for as long as they retain the account, remarks Goodman. He says that as modern dongles can be easily interchanged between laptops, companies can easily pass them

between different users. This means that if a member of staff leaves, there is no need to cancel the device, as it can easily be passed to their replacement.

"It also helps that the number attached to a mobile broadband connection typically carries no value, and so can easily be moved between users without disruption," says Goodman.

"Mobile broadband connection will often be resigned by customers annually along with their voice numbers, without the need for new hardware, making them very profitable on an ongoing basis.

"It is also easy to sell mobile broadband as a backup for customer's existing office ADSL. Many customers will take a dongle to keep in a draw, just in case they find themselves in a situation where they have no office broadband. Based on this scenario, it is possible to sell mobile broadband to virtually any business customer, of any size," he adds.



Chris Goodman, managing director at Focus 4 U