

Tu Go

Now your number is truly mobile.
Use your O2 mobile number on
tablets and laptops and make
calls over wifi.



O₂ business

Telefonica

Customer Insight

Tu Go addresses a specific business need: connectivity

Poor coverage

- Either in the office or working from home
- 33% of existing consumer TU Go users use for poor coverage where they live.

Low cost calls abroad

- Send and receive calls and texts at UK rate
- 15% of existing consumer calls and texts are made abroad

Multi-device

- Send and receive calls and texts from device of choice
- Back up when phone battery is low or left at home
- Use at work on bring your own device

When phone's out of action

- 60% of existing consumer customers value TU Go as a backup



*My business operates in a **poor coverage area***

*Tu Go offers greater **flexibility over which device I can use** for calls and texts*

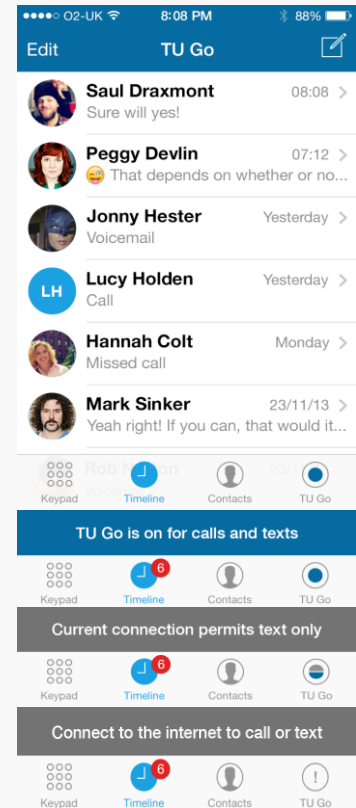
*Makes contact easier and **lower cost while travelling** or somewhere where there is **no signal** (basement offices)*

What is it - overview

TuGo is a service for iOS, Android and Windows (WP8 & PC), that allows customer to send and receive calls, texts and visual voicemail over Wifi.

Key features

- Download from app store and register on eligible tariffs
- Use on up to supported 5 devices
- Send and receive calls and texts over Wifi.
- Simultaneous ring across all devices (TU Go and SIM).
- Choose when to receive calls and texts.
- Timeline synced across all devices.



Who is it for?

Suited to customers of all sizes and all types of business

Free downloadable app

- Eligibility rules applied to registration on app.

Eligible Users

- Available on all business tariffs except Mobex and data only.
- Business customers will be limited to one digital service (TU Go, JCM or MVR).
- Not available for users with international bar.



Charging explained

Calls & texts in UK

- Any calls and texts made from TU Go come out of your minutes/texts bundle

Data

- Any data used by TU Go (e.g. receiving voicemail, updating your timeline) can be done free over wifi, or can come out of your mobile data bundle

Calls & texts from abroad

- Calls and texts made from TU Go are charged at domestic/in-bundle rates.
- And there's no roaming connection charge for answering calls either.

Calls from UK to abroad

- Any TU Go calls to International numbers are charged at standard International rates







Why O2?

TuGo addresses a specific business need: connectivity

Although there are lots of competing services

TU Go integration with the mobile number is a key benefit over other services



	Free calls and texts to Skype users - all others chargeable. HD voice and enhanced Codecs. Supports Video Calling
	Free calls and texts to Viber users - all others chargeable.
	Make calls over a Wifi and 3G/4G data connection. Calls charged at same rate as BT landline. App presents mobile number or fixed number.
	Free calls and texts to google users - all others chargeable. Supports Video Calling.