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Introduction

EE is one of the most well known digital communications company in Britain and part of the BT Group offering to the customers mobile and fixed communications services.

With a number of approximately 553 retail stores and more than 31 million mobile and fixed connections, EE manage to be the company with the fastest speed and the biggest 4G coverage in the UK.

Committing to create a brilliant environment to the 15000 employees, EE realise the importance of supporting employees by investing in talent and also providing employment support (www.ee.co.uk 2018).

Discussion

Taking care of its customers, EE is receiving the fewest complains in the mobile industry and have the second fewest complains in the broadband , according to Ofcom. Knowing this information helps us to better understand the connection between EE and their customers.

The company understands the importance of their customers, not only for the possibility of becoming connected to their network but also for being satisfied by the technology they are using.

An independent research to which people responded between October 2017 and September 2018 shows that the company had improved their Customer Care by helping as quickly as possible and more than 69% of calls are being answered in 30 second or less .

EE has been ranked by RootMetrics as UK's best overall network and also Best Network for five years in a row at the Mobile Choice Award.

Providing the best possible support, EE came with a new concept by opening the first Samsung Support Centre in one of the stores situated in London. The customers find it great, not only for the possibility of fixing their mobile phones during their lunch break, but also for the need to speak to somebody face to face , for a more personal experience.

By increasing the number of the stores , EE gave the possibility for 92% of the United Kingdom population to live within a 20 minute drive time of one of the stores.

After being the first UK company to provide 4G network in 2012, EE announced on 5 December 2018 that they are testing 5G in Canary Wharf and parts of the East London. They also made public their partnership with OnePlus for delivering 5G in the United Kingdom. Their goal is to launch 5G technology within 16 UK cities during 2019 , being the first operator in the world to bring OnePlus 5G smartphone. EE is always trying to deliver the best connection to their customers and produce efforts to upgrade 3G signal into 4G coverage, into rural parts of the UK in order to give to rural communities the coverage that they need.

Being interested more on business than on individual consumers , EE is offering lots of benefits for their businesses accounts, providing for free a dedicated account manager .

Although created in 2010 , EE chief executive Olaf Swantee, has declared that the merger of Orange and T-mobile is finally complete in 2015. The merger refers to the employees as well.

EE company is working to create a safe and secure environment for their employees. Focusing on creating a great place to work , where more women progress through to the most senior level and all the employees can flourish and bring their best, EE is ready to prepare the next generation through some developing programs classified as non financial benefits:

- Tech Literacy programme – helping young people develop their tech skills and equip them for the jobs of the future.
- Tech Women Programme offers female leaders continued development - the 2017-18 programme is supporting 360 women globally.

Working to create a balance between their employees , EE developed a Gender Pay Gap report and the goal is to drive diversity at every level of their business. Employees can enjoy the training programs and also a huge range of benefits through the Aspire Programme created to give the chance of learning key business and leadership skills.

Based on employees comments there are few things on the top of being part of EE :

- Their team and the people they work with;
- The reward package they receive ;
- Working for a company to be proud of;
- The environment, atmosphere and culture;
- Having real opportunities to grow and develop.

Having an Apprenticeship scheme helps the company and also the employees to deliver the best customer service for the client but also offers benefits like kick-start training for the beginners in order to feel more confident and continuing to grow into the role that they achieved. EE claims to be the perfect place to build a career being in the same time empowered, challenged, supported and rewarded.

The Sunday Times Top 30 Best Big Companies to Work For ranked EE in first place in 2018.

By creating WorkingMums Top Employers' Charter, EE is offering a great place for the parents to continue working and progress in their career, while managing their family life.

After offering a competitive salary, depending on the role, EE has a range of financial benefits also. Being part of a generous bonus plan , having discount on personal EE mobile phone package and some discount for family and friends also, are few of the benefits of being an EE employee.

Although known for its great sponsorship ,the company is also engaged in supporting charities through an award winning Payroll Giving scheme. The company is well known for supporting fundraising for Unicef for ten years, which generated about £5.5 millions.

Finding EE 's name along Samsung, Land Rover , Apple, Comic Relief, Bookchoice creates huge benefits for both parts of the partnership. Working together in order to deliver to their customers better products and services creates a win-win situation and also increase the interest for a long term strategic partnership, extending the company.

Analysis

Being one of the leading telecommunications company creates the possibility of having a very strong documented SWOT Analysis in order to obtain the main purpose of this analyse - to make continuous improvement.

Strengths of EE

- Based on two big companies , Orange and T-Mobile, EE adds value to the created brand gathering the main characteristics of the two companies,building a strong brand portfolio.
- Offering the largest coverage in the United Kingdom make customers being more interested in products and services as the quality is one of the criteria when choosing a telecommunication company.
- Having product innovation make EE being all the time in the interest of the customers .
- High level of customer satisfaction makes the company being dedicated to customer relationship and gives to Customer Service the deserve of being on a high level.
- Being the first telecommunication company to deliver 4G and 5G technology is great advertising for the company because of the interest that the customers have to new technology .
- Great range of stores in the United Kingdom make customers more confident in solving their potential problems and gives them the possibility of achieving new services and products without any difficulties, having a more personal experience.
- Creating great sponsorship with one of the most known brands in the world and also with popular sport events ,brings EE in the attention of potential customers.
- Targhetng mainly the business segment creates the possibility for firms to have a dedicated telecommunication company for their demands(www.mbaskool.com 2018).

Weakness of EE

- Brand recall make EE weak in being popular among its potential clients.

- Investment in Research and Development is below the fastest growing players in the industry. Even though EE is spending above the industry average on Research and Development, it has not been able to compete with the leading players in the industry in terms of innovation. It has come across as a mature firm looking forward to bring out products based on tested features in the market.
- High attrition rate in work force – compare to other organisations in the industry EE has a higher attrition rate and have to spend a lot more compare to its competitors on training and development of its employees.
- Having in attention mainly the business segment makes the company weak when thinking at individual customers .

Opportunities for EE

- Market being in continuous growing.
- 4G and 5G technology gives the possibility of extending their number of customers.
- Increased smart phone usage gives potential specially to the partnership with OnePlus 5G.
- The new technology provides an opportunity to EE to practices differentiated pricing strategy in the new market. It will enable the firm to maintain its loyal customers with great service and lure new customers through other value oriented propositions.
- New customers from online channel – Over the past few years the company has invested vast sum of money into the online platform. This investment has opened new sales channel for EE. In the next few years the company can leverage this opportunity by knowing its customer better and serving their needs using big data analytics.

Threats for EE

- Strong competitors such as O2, Three, Vodafone put downward pressure on not only profitability but also on overall sales.
- As the company is operating in numerous countries it is exposed to currency fluctuations especially given the volatile political climate in number of markets across the world.
- The development of the competitors with new technologies could be a serious threat to the industry in medium to long term future.

- New environment regulations under Paris agreement (2016) could be a threat to certain existing product categories .
- Growing strengths of local distributors also presents a threat in some markets as the competition is paying higher margins to the local distributors.
- Shortage of skilled workforce in certain global market represents a threat to steady growth of profits for EE in those markets. (www.fernfortuniversity.co 2018)

Conclusion

EE's approach to the people is called 'Better Britain' and it is built on the back of the success in building a new digital infrastructure for the country. It supports individuals and communities in two ways. Firstly, by working to improve people's digital skills and ensure they are able to benefit from the endless benefits that being connected brings; and secondly by using their scale as one of the country's biggest and most successful companies to boost youth employment. Around all of this is the way the company works with their suppliers, the industry and customers in order to build trust.

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