giffgaff

the mobile network run by you

The lovely book





We thought it would be nice to tell you a little bit more about giffgaff. The company. The brand. The mobile network run by you.

At the heart of it, we believe in something simple: 'A better way to do mobile'. It's a belief that gets us up in the morning ready to challenge the old way of doing things. We're not going to shout and stamp our feet, because with our members, we don't need to. We're just getting on with it.

We are the David amongst Goliaths in mobile-land. Big mobile networks like things their way. They tell you what handset you can have and how long you can keep it – all at a cost that suits them. They've had it too good for too long and that's where we come in. We are a new way of doing things and our ambition is endless.

Hence the name 'giffgaff', which is ye olde Scottish for mutual giving. That pretty much sums us up. So there it is – that's us.

We're really chuffed you'd like to join giffgaff and if all goes well, we'll soon be welcoming you to the most welcoming mobile network in town.

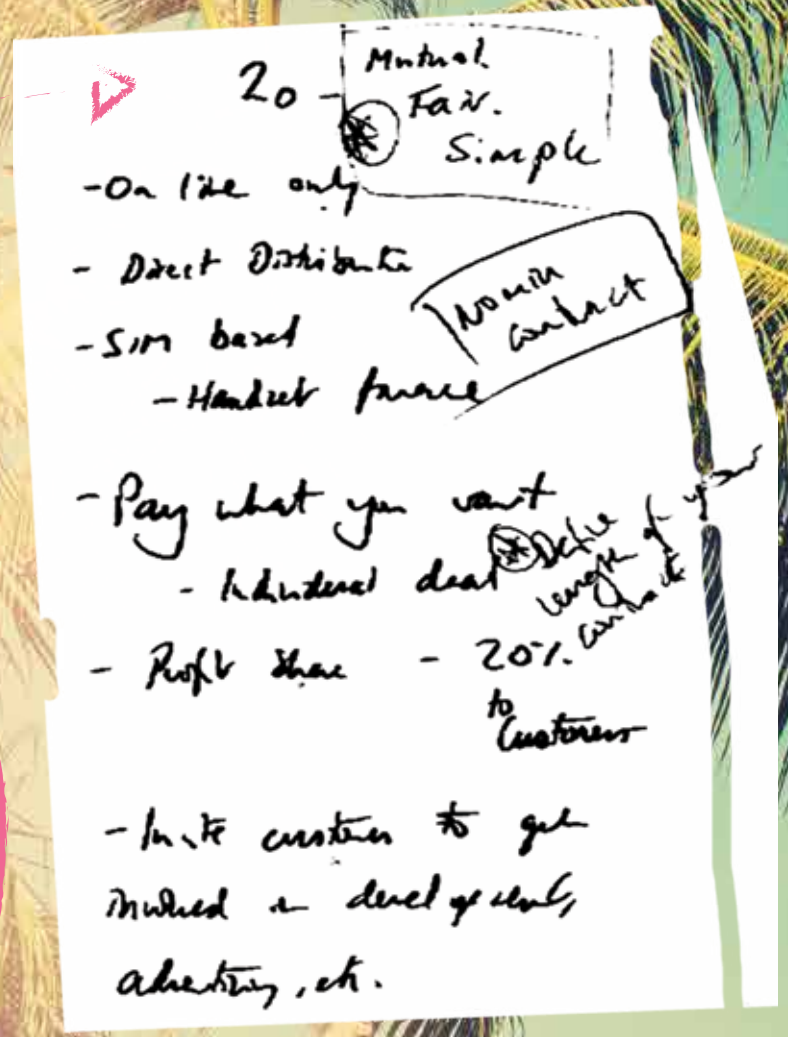
Let's start at the start

When was the last time you ordered food in a restaurant and had to wait an eternity for it to turn up? While you wait, your tummy starts to grumble and you begin thinking: 'It can't be this hard to run this restaurant. I could run it better'. And that's exactly how we feel about mobile. We can do it better. Because giffgaff is made up of people who believe in a mutual and collaborative way to run a business.

In 2008, a super-smart man called Gav Thompson came up with an idea that mobile could be done differently. In fact, better. Maybe a mobile network could be run without the old traditions like call centres and glossy shops. Maybe the savings could be passed on in the form of super-competitive prices. Maybe someone could get rid of all that bamboozling techy talk that confuses folks. Maybe it could be powered by the people and have members, not customers, who would be rewarded for lending a hand in running things.

In fact, that idea of mutual exchange – you do something for me and I'll do something for you – has been at the heart of giffgaff from day one.

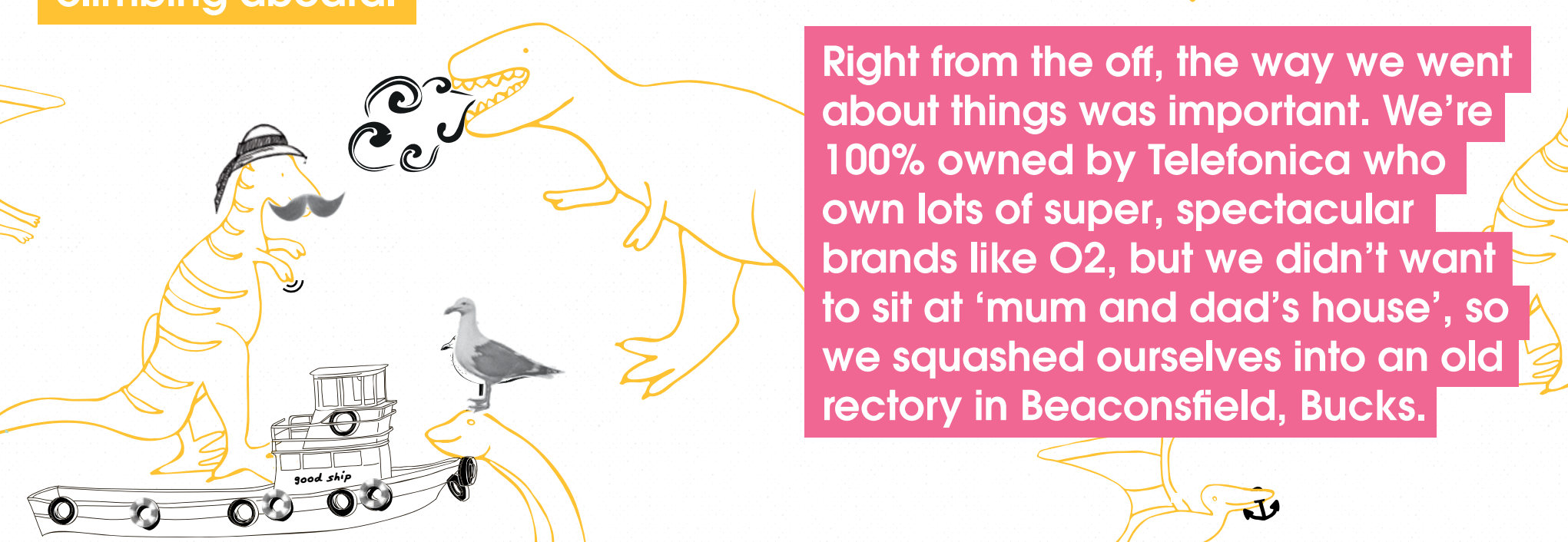
This is the page that Gav wrote his original notes on while at a Web 2.0 conference in sunny California.



14 brave pioneers (or as Kim now calls them, ‘giffgaff Dinosaurs’) took this idea on. Despite a few naysayers and people who still thought the world was flat, giffgaff was born on the 25th of November 2009. Like all new businesses, it was tough at the beginning, but the good ship giffgaff soon got wind in its sails and members started climbing aboard.



Right from the off, the way we went about things was important. We’re 100% owned by Telefonica who own lots of super, spectacular brands like O2, but we didn’t want to sit at ‘mum and dad’s house’, so we squashed ourselves into an old rectory in Beaconsfield, Bucks.



Where the magic happens

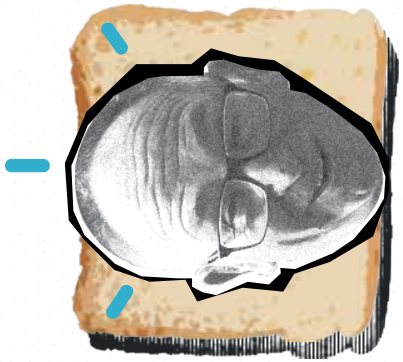
We knew that to deliver on Gav's vision of doing mobile in a new and innovative way, we needed to be clear on our approach – SIM only, online only, simple, transparent, no call centres and decent prices with a community of members at the heart of our business. As the business grew, so did the giffgaff team and soon we left the Old Rectory behind for sunny Uxbridge.

Did you know, for about 200 years most of London's flour was produced in the Uxbridge area. In the 19th century, Kingsmill opened and they're now one of the best known bakers in the country. There is also a Bakers Yard.















the giffgaff way

People, and the way they work, define our culture. We're very proud of what we have.

We believe that to succeed, we need to have a clear direction of where we're going, and how to get there. We call this the giffgaff way. It's what gets us up in the morning, even the rainy ones. Here it is...

Together with our members anything is possible.

Of course to do anything we need people. We need you. We need each other.



Here are a handful of words that express our unique way of working together.

Gritty



With a brim full of passion, perseverance and pride, we focus on what matters and get it done.

Collaborative



We recognise each other's strengths and play to them.

Curious



We listen. We talk. We challenge. We find a better way.

Positive



Our ambition is matched by our spirit and infectious purpose.

giffgaff members

Our members are at the heart of everything we do. They are the Bonnie to our Clyde, the chutney to our cheese, the Sonic to our Tails. You get the picture. Here are some lovely stories about these people.

Darren

Darren became the first member to spend one million minutes on our online community since we launched. He has contributed more than 25,000 times to our community and solved tens of thousands of our members' issues. Top job, Darren.

GREEN69

Green69 is a legend. He created some key websites for us, most notably micrograff and nanogaff which were used to order and send out SIM cards that we didn't have. He also built the members' platform, which hosts all member-created content for us. Nice one.

Flaxvert

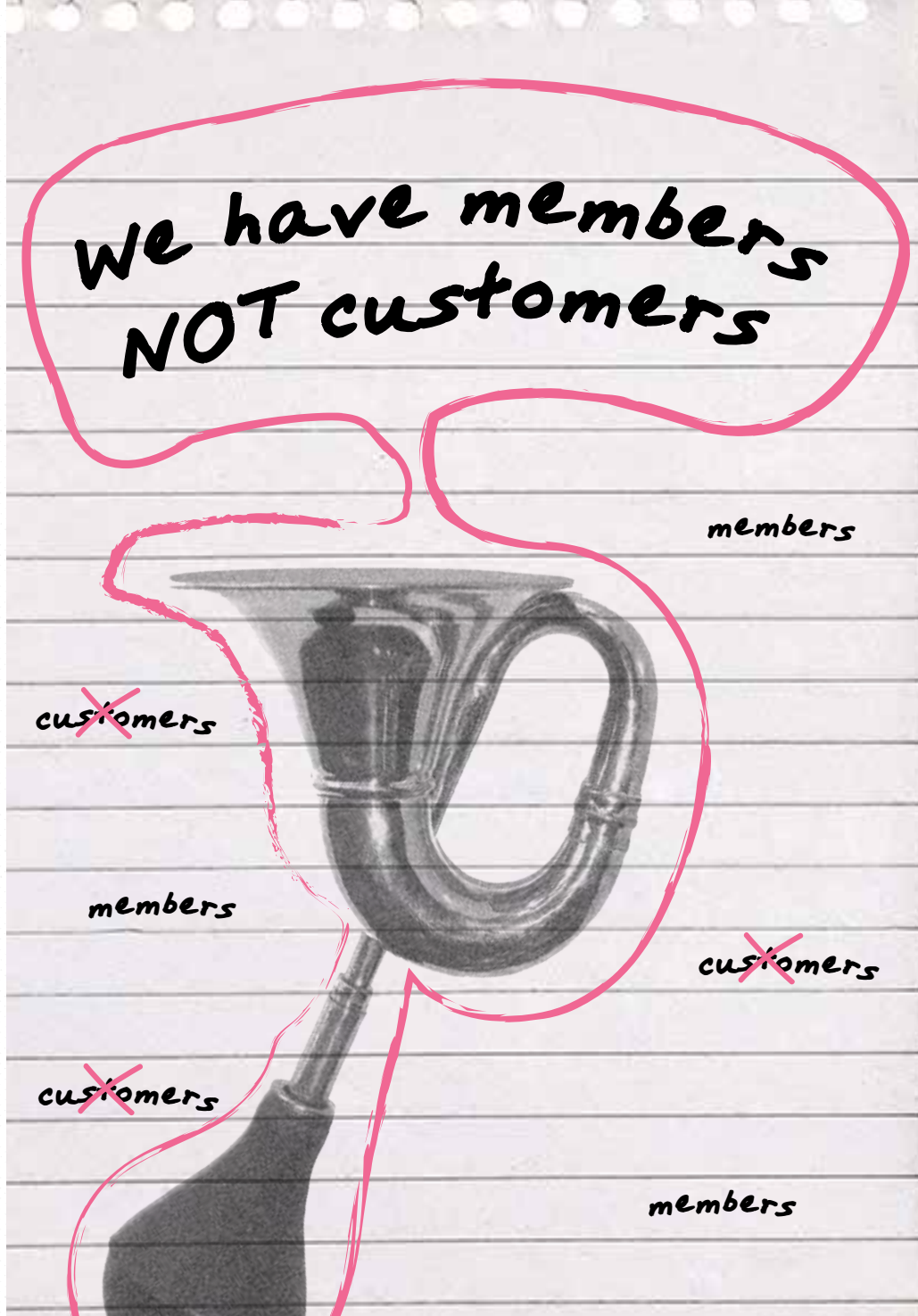


Flax creates countless videos for us, from help and advice to seasonal content. He is a huge personality within our community and even picked up a Which? award for us. We had a few drinks with Flaxvert to celebrate. It's thirsty work winning those awards.

In each room at giffgaff we have a hooter. You see, other mobile networks have customers. We don't. We have members. Customers come and go. Members join, stay and pop in for tea and biscuits (sometimes quite literally).

So to remind those folks who call our lovely members 'customers', we give them a hoot. Just the one. Well, sometimes two. It works a treat and soon they start to call our members 'members' because that's exactly what they are.

Oh, and while we're talking about sounds, the fire alarm is tested at 11am on Thursday. Try not to jump out your skin – it's a loud one.



Quirks and all

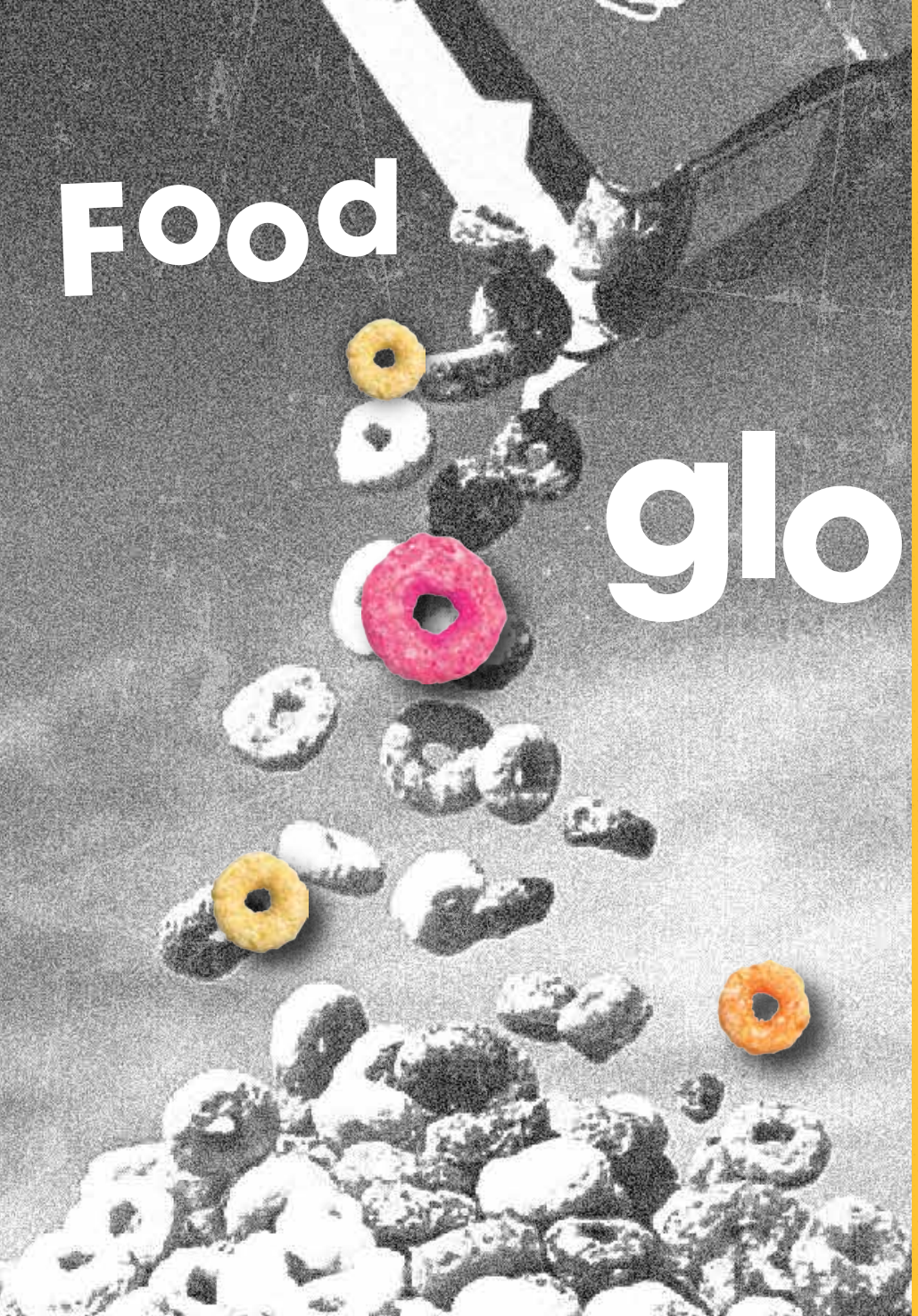
Like all families, we have a few quirks. It's not just that some of us are scared of pigeons, small spaces and broccoli (yes, broccoli); we have other quirks that you might encounter on a daily basis.

First off, we're sandwiched in the Hertz building in Uxbridge. We like it. We have a sun-trap of a balcony, where BBQs are frequent and the drinks are chilled. All we need is the sunshine, which is a little harder to predict.

All our meeting rooms are named after places we've encountered on our journey to get here. Wellington Street was our first little office prior to launch. The Church stood next to our Rectory Road office. Even the House of Pain has meaning. It's not a nod to a sadomasochistic side which only emerges for yearly reviews, nor a show of our passion for 90s hip-hop groups, but merely a slang term for a café in old town Beaconsfield.

Meetings. We all have to have them. Not everyone loves them (apart from Alison), but we have a few approaches to meetings to make sure everyone gets the most out of them. They hang in meeting rooms. There are never enough hours in the day, so let's use them in the best way.





Food glorious food

Breakfast is an important time for any family. Help yourself to some breakfast on giffgaff – it's the most important meal of the day, you know. Some like the cereals, some like the porridge, some just go for the coffee (eyes turn to Abi). The thing to remember is that all dishes and such go in the dishwasher, not that pesky sink. Good news; it's not the newbies' job to load and empty the dishwasher (we all share that delight).

Whilst we're on the topic of food, the most important thing to know is that we love baked goods. We have some gold standard bakers here at giffgaff, so good that we worry about losing them to the Great British Bake Off. If you see a stampede towards the kitchen it's probably due to cake. Cake, glorious cake. We often bring them in for each other's birthday and then have a sing-song in the kitchen. Blimey, cakes are delicious.



word for mutual giving.

It must always be written with a small ‘g’, even at the start of sentences, and never as separate words.

giffgaff

We love the way we talk.
It makes us, us.

Sounds like giffgaff

members
giffgaffers
we
goodybags
prices, pricing
great value
office



Doesn't sound like giffgaff

customers
users
I
bundles, bolt ons
rates
cheap
We never shorten our name to just gg





Here's a list of words and acronyms that giffgaffers use a lot. Probably shouldn't, but we do.

ARM
All Response Media, our media buying agency.

ARPU
Financial term for Annual Revenue Per User.

Ask an agent
Case raised to our Member Service Team.

AWIN
Affiliate Window, an Affiliate network.

CDR
Call Data Record, our log of calls, texts and data.

Confluence
Our internal information hub.

DWH
Data Warehouse, where we keep our data all safe and sound.

Educators
A lovely group of people who work in the Community team and help out on the Community with members, making sure everyone is OK.

First Source
A small team of people in Derry and India who help with those peak Customer Service queries that can't be done online, namely billing.

FJS
Fujitsu, who do lots of our techy stuff.

GA
Google Analytics, used to track portal page visits, member activity, transactions etc.

IMEI
Unique handset identifier.

MGM
Member Get Member. Where a member will get another member to join giffgaff.

MSISDN
Mobile phone number.

Neolane
Campaign management software.

OIBDA
Operating Income Before Depreciation and Amortization, pronounced oh-eh-bit-dah.

Oracle
The finance system.

P0, P1, P2, P3
Priorities of issues. Sadly we all have issues from time to time.

P2P
Peer to Peer.

PHG
Performance Horizon Group, our data cleansing agency.

PO
Purchase Order. We need to raise them to pay for things.

QFC
Quarterly Forecast.

QPB
Quarterly Plan and Budget.

Ratesetter
The third party that supply the financial infrastructure to process P2P loans for phones.

WLT / RD
Williams Lea tag and Real Digital, our SIM fulfilment people

Rightnow
Our case management software ticketing system when someone asks an agent a question.

ROI
Return On Investment.

Routemaster
Our plan of everything that we're intending to launch as a business. Putting it all up on the Routemaster helps us prioritise and plan.

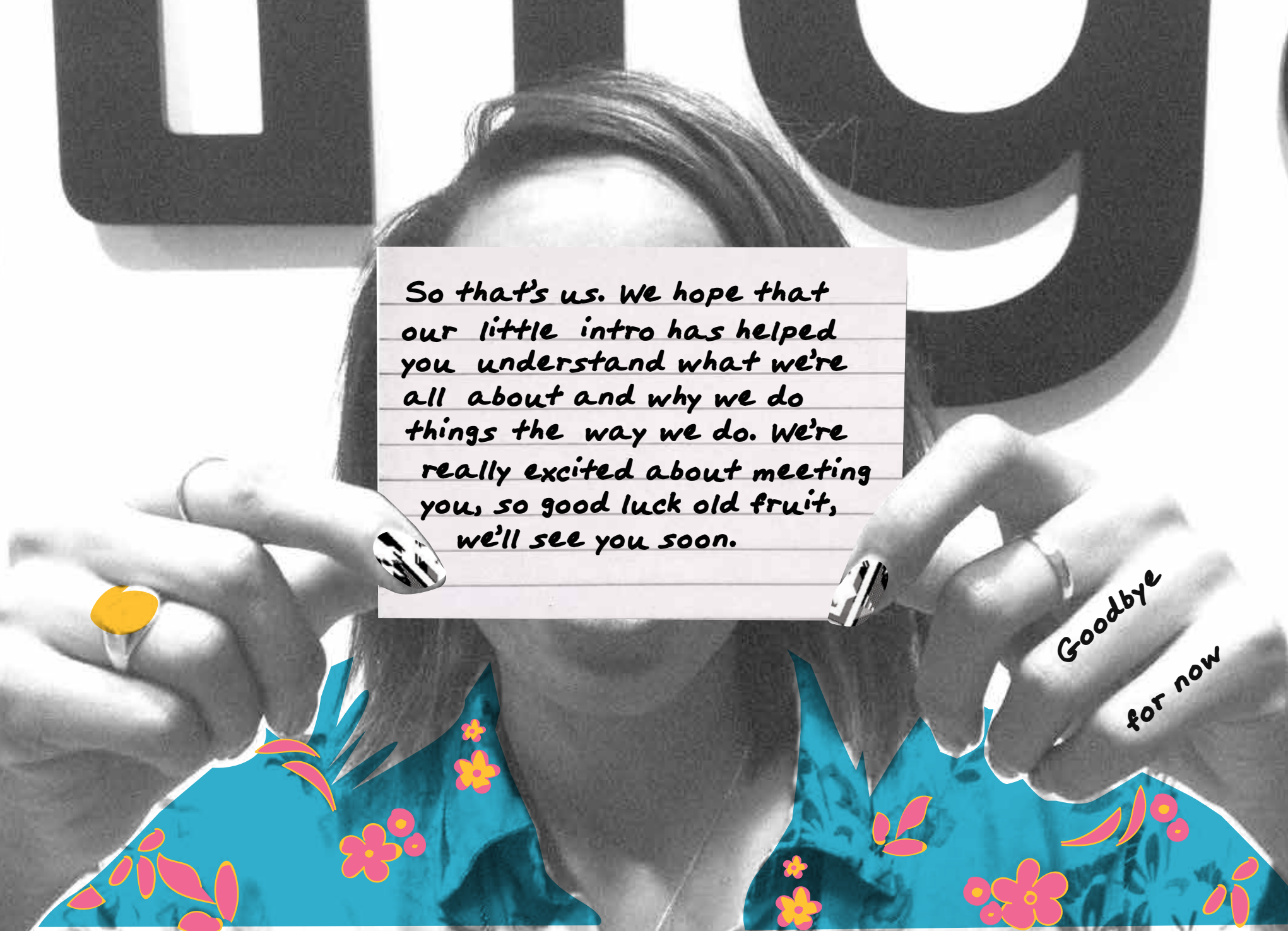
SIMO
SIM only.

Steria
Accounts helpdesk.

Tef
Telefonica. It's like calling Patrick 'Pat' or Richard 'Rich'.

WTD, MTD, YTD
Week/Month/Year To Date.

WOM
Word Of Mouth.


So that's us. We hope that our little intro has helped you understand what we're all about and why we do things the way we do. We're really excited about meeting you, so good luck old fruit, we'll see you soon.
Goodbye for now

giffgaff

the mobile
network
run by you

