



HIGH SOCIETY: TALKTALK BUSINESS HELPS SHARED OFFICE SPACE OPERATION REACH NEW HEIGHTS

ABOUT SOCIETY1

Society1 has been providing fully flexible workspaces and meeting rooms for five years, offering customisable packages for individuals and remote teams looking for a base to work from or to take a break from working at home.

Brendan King, owner of Society1, is on a mission to connect businesses across Preston, Lancashire and the North of the UK, fostering a community of northern business leaders that innovate and collaborate together.

And Society1 provides all the tools necessary for businesses to operate unhindered, including robust internet and communications services as well as screens, flipcharts and even refreshments if required, when hosting meetings or events.

Many of Society1's customers are high-bandwidth users, including videographers and business consultants running webinars, which means a reliable, ultrafast internet connection is vital to ensure customer retention and satisfaction.

THE CHALLENGE

"INTERNET IS ONE OF THE KEY FACTORS FOR SHARED OFFICE SPACES — IT'S THE GREAT ENABLER. SO, WE NEEDED TO ENSURE THAT OUR INTERNET SERVICES WERE RELIABLE AND TOP-QUALITY."

BRENDAN KING
OWNER, SOCIETY1

THE SOLUTION

"EVERYONE, ESPECIALLY CONOR, HAS BEEN REALLY HELPFUL. THERE WAS NEVER ANY RADIO SILENCE AND ANSWERS WERE GIVEN PROMPTLY, WHICH MADE ME CONFIDENT THAT WE WERE CHOOSING THE RIGHT PARTNER."

BRENDAN KING
OWNER, SOCIETY1

THE RESULTS

"I'M ABSOLUTELY CONFIDENT IN OUR NETWORK NOW. PREVIOUSLY, IT WAS OK, WITH 50-60 PEOPLE IN THE BUILDING AT ONCE, BUT WE'D CONSTANTLY WORRY IF THE WI-FI WAS STARTING TO STRAIN. NOW WE HAVE THE BANDWIDTH TO GUARANTEE HIGH SPEEDS TO HUNDREDS OF DEVICES ON THE NETWORK, NO MATTER WHAT."

BRENDAN KING
OWNER, SOCIETY1

"THE PEOPLE WHO USE THE SPACE — SOME ARE ONE-MAN BANDS, SOME CONSULTANTS AND SOME ARE PEOPLE WHO WORK FOR MASSIVE GLOBAL COMPANIES — THEY'RE THE ONES WHO'VE NOTICED THE DIFFERENCE. THE INTERNET'S FAST AND STABLE AND THEY KNOW THEY CAN GET THEIR WORK DONE."

BRENDAN KING
OWNER, SOCIETY1

When Society1's workspaces are fully utilised, the number of devices leveraging the connections can easily jump into the triple digits. The business had a growing customer base and wanted to ensure headroom as their membership continued to grow.

Before coming to TalkTalk Business, Society1 had a dedicated leased line with synchronous upload and download speeds of 1Gbps, and this solution served them well, allowing them to comfortably meet their in-house and customer-facing needs. Unfortunately for Brendan and the team, their previous supplier went into liquidation — truly worrying for a business like Society1 that's so heavily reliant on robust connectivity.

With the previous provider no longer in business, Society1 had not been paying for the service for quite some time. Brendan knew that his old supplier had used TalkTalk's network to provide Society1's connectivity, so he reached out to the TalkTalk Business team to better understand his options and any effects that his incumbent's closure would bring.

Almost immediately, Brendan and his point of contact in the New Business team, Conor, formed a strong connection. Conor fully understood just how important Society1's internet access was to the credibility of the business, so he made sure that Brendan's service was not disconnected while a new solution was developed.

Conor acted as Brendan's single point of contact, explaining the complexity of the offerings available to him in a straightforward, understandable way. After doing a considerable amount of research himself on other providers, the quality of the customer service he'd received from Conor was the deciding factor for Brendan. Having seen the team's dedication to customer care first-hand, he chose to sign up to a new package with TalkTalk Business.

Just a few weeks after their first conversation, Brendan knew that a 1Gbps Leased Line would be the right solution for his growing business. He also chose to continue leveraging his Fibre to the Cabinet (FTTC) connection as a back-up during peak times or in case of an outage on the main line.

Society1 members love the new connection speed and reliability. For their videographers and other members utilising large files, it means the ability to upload long videos in a matter of minutes, instead of hours.

Brendan commented: "Even during the lockdowns when the space was closed, we had members parking outside to use the wi-fi and upload large files in 10-15 minutes, which would usually take them six hours using their home office networks!"

For Brendan, the quality of the network is a great selling point and has increased the credibility of their services. The new Leased Line helps to attract the right level of service users to Society1, especially international executives and media professionals that need a reliable working space to operate unhindered.

While the team knows that TalkTalk Business' technical support team is always available, the new 1Gbps connection has given Society1 greater confidence in offering technical support to members, as they know that any faults are likely to be issues with a device rather than the network.

One of the other merits of choosing the Leased Line is that Society1 can now supply dedicated 100Mbps portions of the bandwidth to its high-usage customers, safeguarding the quality of service for all users of the shared spaces. All while the FTTC connection is ready to act as a failover in case of an outage or can be leased out to members if they need a secure, unshared connection.

Now, Society1 can offer a greater level of internet access, choice and reliability to its customer base, guaranteeing the best possible online experience for members, no matter how many decide to use the space on a given day.

Given Brendan's mission to foster a new community of forward-thinking northern businesses, TalkTalk Business is helping Society1 become perfectly placed to act as both a physical and digital hub for its members and support the economic development of the North.