



FreeMove gets Euromaster on the right road with mobile communications

Leading integrated European tyre and maintenance car network provider Euromaster, selects FreeMove Alliance for consolidated mobile communications solution.

The customer

Wholly-owned subsidiary of Michelin Group and founded in 1991, Euromaster offers tyre and vehicle maintenance solutions for retail and professional customers (light and heavy vehicles, agricultural, civil-engineering and industrial vehicles, 2-wheels) with the same levels of quality and services as the best European distribution networks.

Euromaster ensures an effective, fluid and seamless mobility, thanks to its network and its people: their expertise, their commitment and their understanding of each customer.

The requirements

Operating across multiple countries, Euromaster had numerous local agreements to supply mobile services and devices to its employees. Although day to day this was working fine, it was recognised that a move to a consolidated contract could not only bring about significant cost savings on voice and data expenditure, but also a significant reduction in time could also be gained with a centralised ordering system.

Any potential partner would need to be able to demonstrate an understanding of the requirements and provide evidence that it had delivered a similar solution beyond the customer expectation.

The solution

The FreeMove Alliance developed a tailored solution that carefully mirrored the exact requirements of Euromaster. A centralised mobile ordering system enabled employees across nine countries to request and order devices and accessories from a simple and consistent easy-to-use menu. Reporting was centralised and simplified with administrators having the opportunity to check orders and costs by region and site.

The benefits

The FreeMove solution has made it much easier to manage a large mobile workforce across multiple countries and locations, with significant mobile voice and data cost savings being achieved through group buying discounts.

The FreeMove Alliance

FreeMove is the top mobile telecommunications organisation, combining since 2003 the national capabilities of Orange, Deutsche Telekom, Telecom Italia and Telia Company.

FreeMove's mission is to deliver high-quality international mobile services to multinational customers by synchronising the know-how and capabilities of its members.

Together with these best-in-class operators, the Alliance offers a joined-up approach which includes best-in-class connectivity, streamlined commercial arrangements, dedicated account support and value added services over 100 countries.

www.freemove.com

“Choosing the FreeMove solution has helped Euromaster to manage our employee mobile needs efficiently. This has been done by introducing a catalog of service, streamlining the order process along with the added benefits of centralised & local cost and network reporting. At Euromaster we have confidence in the FreeMove solution and can already see additional opportunities for significant cost savings on our mobile expenditure.”

Alain Rigault
Telecom Group Performance Manager / Euromaster

