

A close-up photograph of a woman with shoulder-length, wavy red hair. She is smiling broadly, showing her teeth, and looking down at a laptop screen which is partially visible on the left. The background is blurred, suggesting an indoor office or residential setting.

Great value broadband

for key workers

Unleash the power of the UK's best value  
broadband for your key worker housing

[optifyyourworld.com/keyworkers](http://optifyyourworld.com/keyworkers)

**optify**<sup>®</sup>  
by PCCW Global

# Optify your key worker housing



In recent years there's been a huge growth in the demand and availability of key worker housing, providing high quality and affordable homes for NHS staff, teachers and police officers, amongst others.

For these key workers, a fast and reliable internet connection is extremely desirable, allowing them to do more when studying and in their downtime.

Key workers perform critical jobs in our economy but often struggle to get on the housing ladder. This has led to a jump in demand for rental or shared ownership developments suitable for today's professionals. Despite availability of the 'below market value' properties, budgets remain tight and for many, fast and reliable broadband remains out of reach.

Like other utilities, the cost and quality of their broadband connection is becoming increasingly important to people. The internet is part of everyday life and having a reliable and fast connection allows key workers to access services which are increasingly taken for granted including: online banking, securing better deals on utilities and insurance as well as keeping in touch with friends and family.

## We'll make sure you're fully supported every step of the way during and after your installation.

### Why partner with us?

We have a track record on delivering fast and reliable broadband into a large number of multiple occupancy properties. Our parent company, HKT Group, provides internet solutions to over 70% of Hong Kong's private rented sector properties, one of the world's most technically advanced urban environments.

Through our partnership with you, we guarantee an exceptional quality and affordable broadband service to your occupants.

Whether your key worker property is an existing or new development, we can deliver faster broadband and happier customers.

Perhaps the most important aspect of our offer is that we provide the investment in infrastructure and then deliver the service direct to your residents. This means installing our high-quality broadband can cost you nothing.

### Supporting you at every step

We've been deploying bespoke fibre optic and Wi-Fi solutions for multi-occupancy residences in the UK since 2000, building an enviable client list.

Once fully installed and contracts signed, we provide all the hyper-local marketing which will get your residents excited about their new superfast service.

We deal with all the registration of new users, so there's no need to take time away from your core business of looking after the building.

We'll make sure you're fully supported every step of the way during and after your installation. You'll be provided with dedicated account management from our national team, backed by 24/7 UK based customer care for you and your residents.



## Our solutions

Our aim is to deliver the best value and most cost-effective broadband for key workers. To achieve this, we deliver a superfast fibre line direct to the cabinet and then fit ethernet cabling and Wi-Fi coverage throughout your building. Our experienced engineers will provide a sympathetic and professional installation with the minimum of fuss for you and those living in the premises.

Our solutions are great for your customer service and property value. Delivering high-speed internet at an extremely competitive price will make your property more desirable as a place to live which in turn will help reduce costly void periods.

We will assist you with the specification and design of your network, starting from when you commence converting or building. We'll survey the property and clearly mark up the plans to indicate where cables need to run for both wired and wireless access points delivering:

- Optimum wireless coverage
- Reduced maintenance issues
- Simplified future upgrades
- Reduced long term costs for all

We can also provide back office internet and digital signage solutions to the building and your business.

## Expert support

Our UK-based customer care team is available to look after customers 24/7 by phone, email, live chat, Twitter and Facebook. Our experienced staff can help with anything from their network configuration settings to connection issues and more.

## Highlights

### For you:

- A trusted, supported offer that will enhance the value and desirability of your building
- We deal with all the user registration and set up
- No upfront cost to you
- We provide the hyper-local marketing to encourage sign ups

### For your residents:

- Highly competitive customer packages with a range of speeds to suit needs and budgets
- No need to pay line rental
- Unlimited data
- Ideal for browsing, downloading music, gaming and streaming services
- No setup costs or install charges
- 24/7 support via phone, email, social media and live chat
- Instant access from their moving in date

## Clear pricing options

We offer two different models for supplying our broadband to your tenants:

- **Room rent**

You can bundle the cost of the standard service in with your tenant's rental package.

- **Opt-in**

Alternatively, you can allow your tenants to pay for their broadband entirely themselves.

In both scenarios we can promote additional upgrades to faster packages. For your residents, our solutions provide an unbeatable combination of high quality, superfast internet and outstanding value for money.

We offer simple, flexible pricing options, all available with no contract, no setup fees and unlike most providers, there's no need to buy line rental. For those on a restricted budget it means huge savings over taking broadband from the likes of BT, Sky or TalkTalk.

## About PCCW Global

PCCW Global is one of the world's leading communication service providers, with a presence in major UK cities and high-speed links to Europe, the US and Asia. As a group, we believe in providing a technically advanced solution that can deliver today's top speeds, but also be easily upgraded for tomorrow's.

In the UK, we are a leader in supplying fast and reliable internet services to large multi-tenanted properties. Our range of managed internet solutions includes fibre and wireless broadband for homes and businesses, and our full fibre residential and business internet access can provide speeds of 1 Gigabit and beyond.

**Optify your world.**

## Contact us

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To learn more about PCCW Global's key worker broadband solutions, explore [optifyyourworld.com/keyworkers](http://optifyyourworld.com/keyworkers)

## The benefits of Optify® broadband



Superfast broadband for your residents



We do all the work – swift installation and fully project managed deployment means less work for you



Retro-fit and new builds catered for



Opens the door to more cost savings with technology that enables smart buildings



Fully managed customer solution



24/7 support, taking the hassle away from dealing with the end user



Choice of rent inclusive or opt-in pricing models



Digital signage options and back office internet also available