

Case study:

A2Dominion Group



Providing a fast, reliable and cost-effective broadband solution for key worker residents

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. For property owners it provides a valuable differentiator, increasing resident satisfaction and reducing costly void periods.

Project outline

Housing provider, A2Dominion was keen to provide high-quality broadband to its NHS key worker residents. Seeking a new broadband provider who could meet these needs, they approached PCCW Global.

A2Dominion needed to find a solution that would improve connectivity and deliver an improved customer experience.

Following a tender process in 2016, PCCW Global were awarded the contract to supply three of the groups sites in Oxfordshire, serving approximately 850 residents.



Customer profile



A2Dominion is a residential property group with a social purpose. It aims to improve people's lives through high quality homes and services, reinvesting all of its profits into building more new homes and supporting the communities in which it works.

The group currently has a diverse portfolio of over 37,000 homes across London and southern England. It builds and manages award-winning affordable private and social rented homes, student, NHS and temporary accommodation, as well as supported housing and homes for older people.

Our solution

PCCW Global worked closely with the building management team, including Paula Price, Contract Manager at A2Dominion Group, who comments:

“The residents in our properties often work varied shifts, therefore it was important for us to let them know when works that may cause disruption would be taking place.”

A superfast, fibre optic circuit was delivered to the closest kerbside cabinet before extensive Ethernet cabling was installed throughout the buildings connecting wireless access points to provide a comprehensive overlay.

The result is a superfast and reliable service of up to 80Mbps, perfect for resident's needs both today and in the future.

PCCW Global also produced a range of support materials to the customer that provided all the information residents needed to get online and deal with common connection problems.

The 24/7 UK-based customer care facility took the support burden away from the site offices leaving them to get on with the day to day running of the building.

Benefits of Optify broadband for key workers



A trusted, supported offer that will enhance property value and desirability



We deal with all the user registration and set up



We provide the hyper-local marketing to encourage sign ups



No upfront cost to the accommodation provider

“We’re really pleased that the installation of the new broadband service ran smoothly and to schedule. We’ve heard great things from residents. Importantly, we did not receive any negative feedback from our residents”.

Paula Price, Contracts Manager, A2Dominion

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.

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To learn more about PCCW Global's Connected Building Solutions, explore [optifyyourworld.com/keyworkers](https://www.optifyyourworld.com/keyworkers)

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