



10th September, 2008

Phones 4u looks to the future at its 2008 Annual Sales Conference

This week, Phones 4u proudly looked back over the successes of the past year, and looked forward to an exciting future of investment, business growth, and an evolution in mobile communications.

This year's annual event on Monday 8th September outshone those of previous years and was held within fourteen hundred acres of breathtaking land at the luxurious Celtic Manor Resort in South Wales! With over 800 senior people from its 450 stores, head office, and key industry handset and network partners in attendance, the day focused on motivational presentations from the board members of Phones 4u.

Looking at Phones 4u's achievements over the past 12 months, the business has shown a great track record of growth and financial performance. It's been a significant year of investment in stores, IT, acquisitions and training, and despite the tough economic climate, Phones 4u has shown a strong performance in a difficult market. With market share growth and new products such as [mobile broadband](#) outperforming expectations, the business has demonstrated that it is resilient enough to take on the economic storm. In addition to 35 new stores in its portfolio, Phones 4u has shown a growing presence in the direct space.

The business has taken a number of steps this year to move the business from good to great. By rolling out the NPS (Net Promoter Score) scheme to its entire store estate and investing in new products ([laptops](#), [mobile broadband](#), SIM only and international calling offerings), customers can expect more value and choice, and improved customer service.

As the business continues to go from strength to strength and its product range broadens, induction and training is increasingly important. This year Phones 4u has invested significantly in the training and development of its staff, and in Q3 delivered over 80,000 hours of training. Introducing the sales and service NVQ training programme, Skills4Service, will ensure that Phones 4u has the most knowledgeable and best supported staff along with the best customer service in the mobile industry. Not only will this deliver better quality staff to its customers, but will equip Phones 4u employees with the tools to further develop their skill sets and careers.

At this year's conference, Phones 4u were also proud to announce a new induction and training facility for Q1 2009 at Fort Dunlop, Birmingham, which will continue to develop its management, service and selling skills. A weekly "Training Hour" has been introduced into every store, with product knowledge tests following every training hour. This is not only to measure the effectiveness of Phones 4u's product training, but is also to ensure that its employees are THE product experts, with expertise in ALL entertainment solutions, not just mobile.

Phones 4u is passionate about making Phones 4u a great place for great people. On Monday, the business announced that it would soon be launching a new recruitment website, and as of September 9th, will launch its online internal blog "Let's Talk". This will give everyone across the entire business at Phones 4u, including the board, the opportunity to actively interact with each other and work closer together as a team to

deliver the business's objectives. It will provide everyone with a valuable information tool in addition to a platform with which to give feedback and share ideas. As well as focusing the business on the exciting challenges ahead, Phones 4u recognised excellent individual performance over the past 12 months. Prizes were awarded for outstanding achievement, including 'Top Customer Excellence Store', 'Talent Development' and 'Dream Come True', where we made a deserved employee's dream of visiting her terminally ill grandfather in Canada a reality.

The end to the day's presentations had Phones 4u store managers salivating with excitement as operations director Tom Shorten announced 2008's Q4 "Survivor" incentive. Supported by [BlackBerry](#) and [Orange](#) and running from 1st October until January 2009, all store teams will embark on the company's most exciting incentive to date. The forty top performing store teams will then qualify for the next round, where each store will have to nominate one member of their team to go to "Survivor" island – in the Bahamas! Once on the island, they'll have to demonstrate their survival skills by taking part in numerous gruelling challenges over a 3-day period, with the losers being sent home. The winning "Survivor" will then be joined by their entire store team, who'll be flown out at the end of the incentive to enjoy a 5 star luxury break at the Bahamas Atlantis Resort on what is quite literally, Paradise Island!

The day's entertainment came in the form of the world's major network and handset brands, who kept attendees gripped by showcasing their latest exciting products. These included Nokia's new and much awaited N96 and [Samsung's Omnia](#), whilst Virgin Mobile turned heads with Big Brother 9's Stuart and Stephanie, who signed countless autographs and posed for photos throughout the afternoon.

But the fun didn't end there...after being well fed and watered, attendees were presented with Phones 4u's most talented, who put on an outstanding show that included everything from singing to break dancing. Once in the party mood, everyone was escorted to the Vodafone Beach Party, where DJ Vernon Kay and Britain's Got Talent's 'Signature' entertained the dance floor into the early hours of the morning.

This year's conference demonstrated that Phones 4u is a business that doesn't stand still and is focused on being the number one destination for the youth market in mobile communication and entertainment solutions. It will continue to invest in stores, acquisitions, its people and new products and will continue to deliver compelling and competitive propositions to its customers.

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About [Phones 4u](#):

In 2008, [Phones 4u](#) won the Mobile award for Best Retailer in the UK. Phones 4u is an independent mobile retailer, offering all networks and handset manufacturers' products. It is part of the Staffordshire-based 4u Group, and the Group CEO is Tim Whiting. Leading the way in the mobile industry through its excellent customer service, award-winning advertising and differentiated in-store experience, [Phones 4u](#) has over 450 stores and is still rapidly growing. Phones 4u employs circa 6,000 people. Phones 4u recognises that buying a new phone can be a complex and confusing affair. Phones 4u cuts through this confusion with its unique consumer consultation process, resulting in accurate, impartial advice and a package that is right for each customer. As a result it sells more new contracts than anyone else on the High Street. <http://www.phones4u.co.uk/>

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