



Collaborating on-the-go with A.G. Barr



Iain Bain
IT Delivery Manager, A.G. Barr

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Founded in 1875, A.G. Barr has been quenching the UK's thirst with their beloved soft drinks for over 160 years. The company has grown from a family-run business to a successful FTSE250 company that employs over 1,000 employees across nine UK sites.

At A.G. Barr, not everyone has a desk. In fact, only about half of A.G. Barr's employees are regularly in the office, while the other half spend their time offsite, either working remotely, or as 'road warriors' visiting customers and suppliers, often attending multiple sites a day. Enabling this mobile workforce and keeping everyone connected throughout the day is critical to ensuring that business at A.G. Barr never slows down.

“Our production support and sales staff are on the road the most often, but you'll also see our health and safety teams, supply chain staff and Marketing & HR teams outside of the office on a regular basis,” said Iain Bain, IT Delivery Manager at A.G. Barr. “Each of these teams needs to be able to connect and communicate with each other and with their colleagues back in the office regardless of where they are at that moment.”

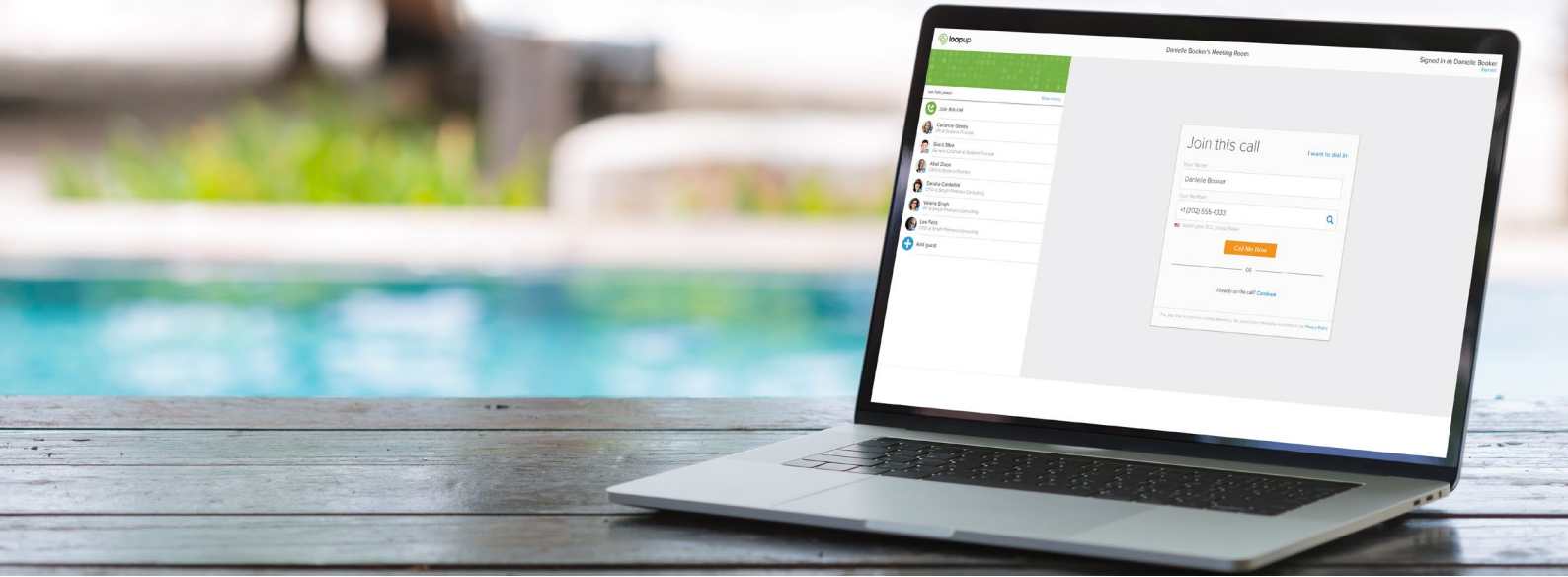
Despite investing in a major telecom provider for a number of services across their business, **A.G. Barr was tired of overpaying for a run-of-the-mill conferencing experience.** The company also wanted to ensure whichever conferencing provider they selected could coexist well with their other collaboration tools, like Google, which its users prefer for email and messaging. A.G. Barr found that conferencing tools that claimed to integrate with Google weren't mature enough for a large enterprise nor did they offer a seamless experience.

“User experience is paramount when it comes to conferencing and collaboration tools,” continued Bain. “You have to make it easy, to make it a positive experience for the user, or they just won't use it. Especially for workers on the road, they need their conferencing tool to work, no matter what. For us, LoopUp ticks that box.”

For A.G. Barr users, **one of the best parts of the LoopUp experience is the ability to click to join their meetings.** Whether they're at a desk or on their mobile device, users simply click the meeting link in their calendar invite and LoopUp will dial out to them on the phone number of their choice. It's “just easy,” said Bain.

A.G. Barr users also benefit from the streamlined controls and deep level of visibility LoopUp provides on every meeting, like the ability to always know who's on the call - “not just phone numbers, but names” – as well as who's speaking, and to be able to mute background noise and add, or remove, guests as necessary. With so many users on the road, this helps hosts keep interruptions and delays to a minimum.

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“LoopUp gives meeting hosts a level of control that is simple to understand and puts them at ease,” said Bain.

Unlike with their previous conferencing provider, **LoopUp’s pay-as-you-go pricing model means more employees can have their own conferencing account**, rather than share accounts between people and across departments. This has led to less confusion and frustration among users, and ultimately to more collaboration.

“Our employees – especially our remote and mobile workers – want to use LoopUp. It’s convenient and helps them get business done while on the go,” added Bain.

Snapshot – A.G. Barr

- **Need**
Streamlined conferencing experience at a fair price
- **Considerations**
Mobile and remote workforce
- **Impact**
Twice as many active users, increased use from mobile devices since deployment

About Loopup

LoopUp (LSE AIM: LOOP) is a premium remote meetings solution that makes it easier to collaborate in real time. Streamlined and intuitive, LoopUp anticipates the needs of business users, while delivering the quality, security and reliability required in the enterprise. LoopUp integrates with the common tools you use every day, like Outlook, and doesn’t offer features you don’t need or require training. Over 2000 enterprises worldwide, including Travelex, Kia Motors America, Planet Hollywood, National Geographic, and Subaru, trust LoopUp with their remote meetings.