

Delivering technology solutions for estate agents

Harnessing cutting-edge tech to employ
maximum connectivity and customer satisfaction





Whether you're an SME or global enterprise business; in the public sector, private, or a charity...whatever your size or service, we'll take the time to get to know your business and deliver the technology to fit the bill. Every time.

Welcome to Focus Group

Established in 2003, we're proud to be one of the UK's leading independent providers of essential business technology.

Here to take care of all your IT, telecoms and connectivity services. This means everything you need in one place, leaving you free to focus all your energy on the important stuff - like growing your business.

Our teams are experts in their field; passionate about finding the right solutions for you and committed to ensuring your business runs like clockwork.

We're by your side to keep your IT optimised, your business phone system at the top of its game, your data secure, your teams connected and your customers happy. At all times.

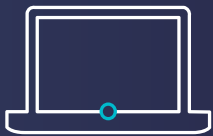
All your essential business technology in one place



Digital workplace



Telecoms



IT solutions



Cyber security



Connectivity



Mobile and IoT



Energy

Technology for the property sector

Estate agency success hinges on fast, secure, and seamless communication. Our modern, digital solutions offer estate agents the opportunity to streamline operations, enhance security, and deliver better service across every touchpoint.

Reap the rewards with Focus Group.



Easy-to-deploy digital transformation

Reports suggest that over 50% of business leaders are concerned they're not keeping up with digital transformation. But there's no need to worry; the tech experts at Focus Group are here to make sure your agency stands out from the crowd.

Collaboration tools that boost productivity

In the fast-paced world of an estate agent, collaboration is the heartbeat of delivering seamless client experiences. Whether you're away from the office, selling somewhere rural, or coordinating staff across multiple locations, our solutions will optimise productivity levels.

Connection when it counts

Ultra-fast, reliable and scalable business broadband solutions will keep you firing on all cylinders. We've got business broadband solutions designed to fit the bill! Our comprehensive range of connectivity solutions comes with unparalleled expertise, providing speed and reliability so agents can stay ahead of the competition.

Data security that doesn't compromise

Protecting your customer's personal data is essential. Our cyber security solutions create a robust line of defence against cyber-attacks, ensuring your emails, browsing, cloud networks and databases are protected.

IT support you can rely on

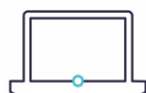
Investing in outsourced IT support doesn't have to be difficult or costly. Trust the team at Focus Group to take the reins of responsibility when it comes to managing your hardware, software and cloud-data set ups, as well as ongoing maintenance and support. Around the clock.

Seamless integrations that enhance efficiency

Third-party software integrations that truly work with each other to facilitate productivity, encourage collaboration and drive efficiencies will help you get the job done.



Unlock the power of technology



IT solutions

According to reports, over 45% of UK-based businesses are investing in IT architecture and support solutions. For estate agents, a high staff turnover rate creates a constant demand for IT support, which can lead to a lack of standardised processes for data handling and customer interactions. This makes it difficult to maintain consistency and quality across teams.

We offer true 24/7 IT assistance. Focus Group can implement a structured onboarding program that includes training on essential IT tools and cybersecurity best practices. We'll help standardise workflows and introduce automation tools to reduce dependency on individual staff knowledge, ensuring smooth operations and faster onboarding.



Telecoms

Did you know, 76% of customers expect to talk to someone immediately upon contacting a company?

With estate agents frequently out of the office, missed calls and lost opportunities can build up without the right call management system. Add a large number of customer touchpoints across property management services, and the risk of missing valuable sales opportunities increases.

Focus Group's CRM services streamline booking for viewings and lettings. Powered by AI, these solutions can efficiently handle enquires, bookings, and FAQs, ensuring no customer interaction is missed. Plus, we'll provide 24/7 support.



IoT solutions

The world is your oyster when it comes to innovative IoT technologies. Operational efficiency can be improved through energy management, predictive maintenance and smart inventory tracking. On top of that, devices can support new revenue streams via data-driven insights, personalised services, dynamic pricing and smart vending. Talk to our team to find out more.



Mobile

Did you know that 90% of agents communicate via text, whilst 94% use emails? However, without the right SIM card, making or closing a deal can be challenging, especially in areas with inconsistent mobile coverage. Relying on a single network can lead to missed calls, delayed messages, and poor data connectivity. Luckily, we have the perfect answer for this problem!

Our range of mobile solutions are ready for deployment, with our multi-network SIMs allowing agents to automatically switch to the strongest available signal, ensuring consistent connectivity, anywhere, at any time.



Connectivity

80% of businesses see revenue increases thanks to real-time data. Now more than ever, getting information instantly is vital. Patchy networks can disrupt real-time communication, slowing down response times and affecting service quality.

That's why our connectivity solutions allow estate agents to harness the power of 5G, stay ahead of the competition, and achieve unprecedented growth. On top of that, we're a leading provider of Microsoft 365 hosting for UK businesses, with our 365 solutions enabling real-time updates and seamless communication across teams, no matter where they are.



Cyber security

Data security is more important than ever, particularly in the property sector, where you handle vast amounts of sensitive customer information. However, with over 90% of cyber-attacks targeted towards employees and made successful through human error, action is needed.

The cyber experts at Focus Group are on hand to assess your current security posture and provide recommendations, together with a range of low-cost cyber security tools that will prevent the exploitation of business network vulnerabilities and keep your employees 'in the know' when it comes to security threats.

DJ Alexander

Focus Group delivers seamless communication and analytics for this established, Scotland-wide residential sales and lettings agency.

About DJ Alexander

Since 1982, DJ Alexander has been a trusted name in residential sales and lettings, delivering impeccable services across Edinburgh, Glasgow, Dundee, Aberdeen and St. Andrews. Managing over 10,000 properties throughout central Scotland, DJ Alexander offers professional insights, detailed market advice, and welcoming customer communications.



The challenge

Before this project kicked off, DJ Alexander relied on a basic PBX phone system, which lacked real-time analytics and the flexibility needed for their evolving work environment.

Due to this legacy system, challenges included:

- ▶ **Limited analytics:** The existing system did not provide real-time insights into team performance, making it difficult to monitor and improve operations across various sites
- ▶ **Remote work limitations:** Teams often worked offsite, necessitating a solution that allowed seamless communication and maintained a local presence, regardless of location.
- ▶ **Scalability concerns:** With aggressive growth plans, the business needed a communication system that could easily scale and integrate new sites efficiently.

To address these issues, DJ Alexander needed a comprehensive communication solution.

That's where we stepped in...

The solution

Be it call, collaborate or connect, the world of communication is at your fingertips with Horizon Webex - which is why we knew it was the perfect fit for DJ Alexander's troubles.

Through our Webex solution, we could deliver:

- ▶ **Unified communications:** Horizon Webex provides a cloud-based platform supporting voice and video calls, instant messaging, and conferencing, accessible across desktop and mobile devices.
- ▶ **Local presence maintenance:** Horizon can enable teams to make calls displaying local numbers (for example, Edinburgh), maintaining DJ Alexander's local presence, even when employees are working remotely.
- ▶ **Scalability:** Thanks to the cloud-based nature of Horizon Webex, the rapid onboarding of new sites is simple and seamless.
- ▶ **Real-time performance monitoring:** Akixi's analytics offer live insights into team performance, enabling data-driven decisions and creating a culture of continuous improvement.
- ▶ **Gamification:** Akixi's features support the gamification of performance metrics, enhancing employee engagement and productivity.
- ▶ **CRM integration:** Seamless integration with existing CRM systems ensures all communication data is centralised, improving efficiency and record-keeping.

The result

Through our integration of Horizon Webex and Akixi, DJ Alexander now has:

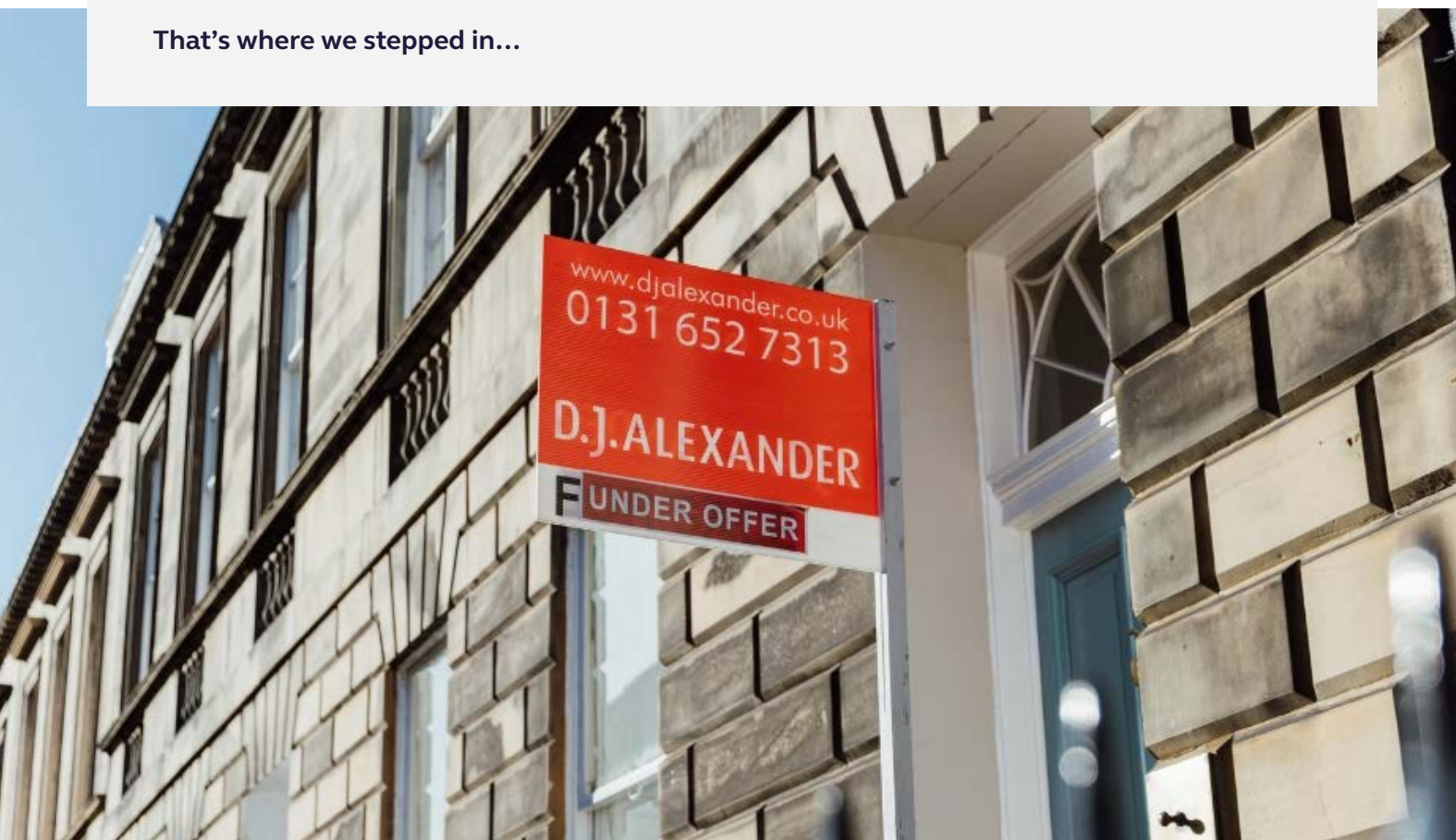
- ▶ **Enhanced flexibility:** Employees can communicate effectively from any location, ensuring consistent customer engagement.
- ▶ **Improved analytics:** Real-time data proactive management and performance optimisation.
- ▶ **Efficient scaling:** Swift site integration, supporting growth without compromising on communication quality.

By leveraging our bespoke communication solution, DJ Alexander has successfully modernised their systems, resulting in improved operational efficiency and employee satisfaction - all whilst preserving their local identity in all customer interactions.

Testimonial

"Thanks to Focus Group, we now have seamless connectivity, real-time insights, and the flexibility to grow fast. But to have all that whilst still maintaining our local presence - that's the cherry on top! Their support has been exceptional every step of the way, and I couldn't recommend Focus Group enough."

Robert Binnie,
Head of Fleet & Facilities
Management





From Truro to Inverness, we've got you covered.

Get in touch with your local team

focusgroup.co.uk/contact-us

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Let's connect. Let's grow.