

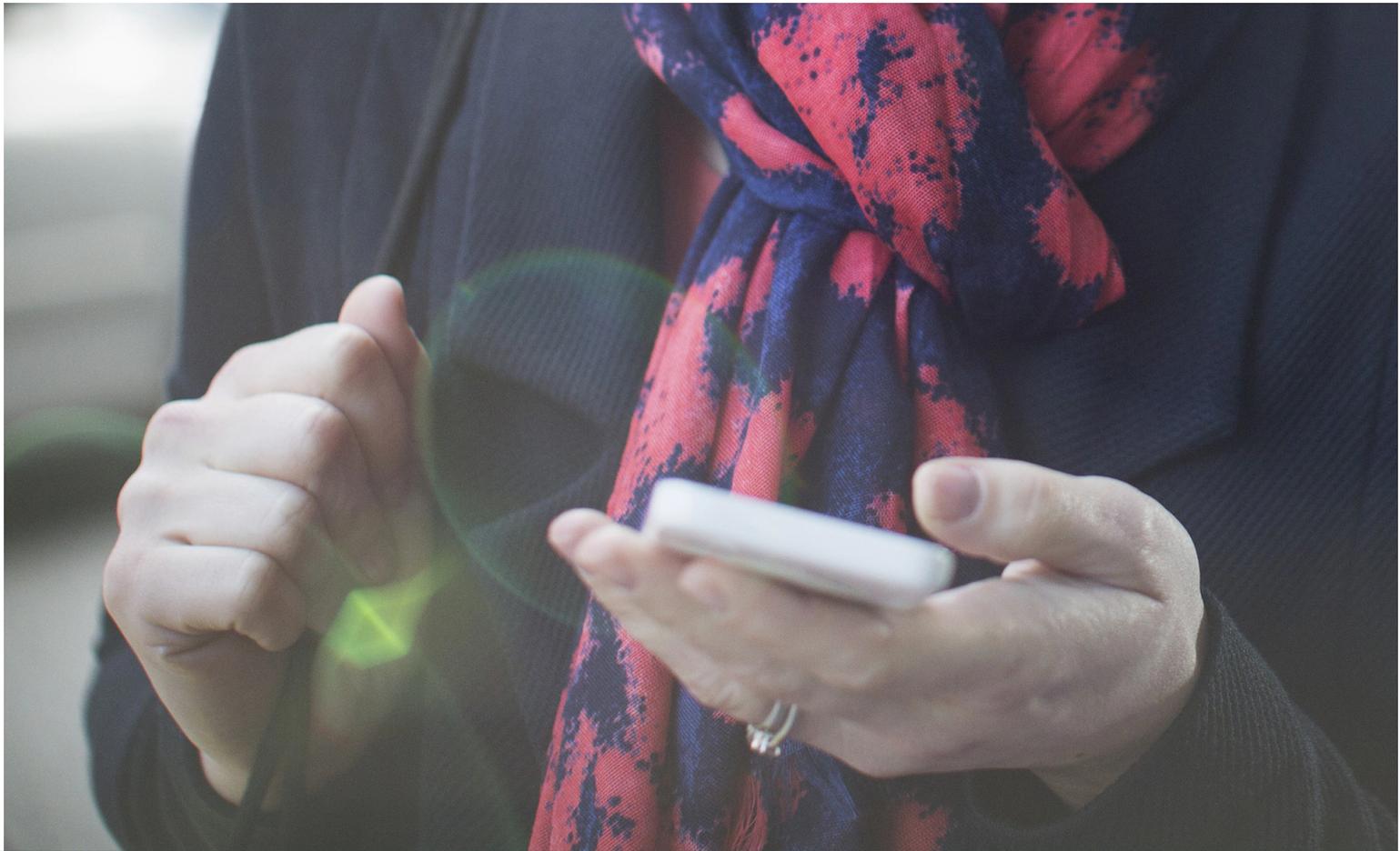
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How mobile tech is changing the way SMEs work

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Business owners share the ways in which they have used mobile tech to improve day-to-day working and the customer experience.

Martha Currie worked as an NHS speech and language therapist before setting up her own firm with software developer, Elliot Agro.

In her previous job, working across a large area of London in Lambeth and Southwark, she found that she could sometimes only see two or three patients a day. This inspired her, in 2015, to develop a new business, [Mable Therapy](https://mabletherapy.com/), which uses mobile tech to enable therapists to interact with patients, no matter where they are.

“We’ve developed our video conferencing software from scratch,” explains Ms Currie. “As well as being able to chat to each other online, we’re also able to engage the pupils with thousands of games and activities that we’ve developed in-house.”

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As well as delivering sessions, teachers can access all the information that they need on any mobile device, tracking individual pupil progress as well as sessions attended, sessions missed and current costs for the school.

By using mobile apps such as the messaging and video conferencing app, [Slack](https://slack.com/), and project app, [Trello](https://trello.com/), Ms Currie can coordinate her entire workforce of tutors – all of whom are based at home.

“We also send teachers and parents SMS reminders about sessions, which has cut down considerably on missed appointments,”

she explains.

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Developed by property tech firm, [KeyAGENT](https://www.keyagent.co.uk/), the system enables estate agents to upload property images and floor plan sketches via their smartphones, and send them instantly for editing. These are then returned enhanced, digitised and ready to be uploaded to property websites, providing a better all-round view of the property for customers.

Matt Smith, residential sales and lettings director at Thornley Groves, was one of the first to use the app and says that, since adopting the tech, his team has seen a 15-20pc boost in average detailed views per property per day on Rightmove.

“If something looks more attractive, you’re more likely to click,” he explains.

“We run 100pc of our properties from all nine branches through PropertyBOX. As a result, our negotiators can include strong photos and floor plans as a USP during the valuation process.”

Training

It’s not just service delivery for which businesses are harnessing mobile. They're also using it to train their existing workforce.

The Business Fraud Prevention Partnership ([BFPP](https://www.thebfpp.org/)) was set up by ex-police officer and solicitor, Edward Whittingham, who delivers interactive security awareness training through mobile devices to help tackle fraud and cybercrime.

He says that training by mobile not only cuts costs for business, but means that courses can be easily delivered to busy individuals no matter where they are.

“We have many employee [clients] that are always travelling and who pose a cyber threat to their organisation if left untrained.”

These employees can access the same BFPP training that their colleagues are receiving via a computer, directly to their tablet or mobile device, he explains. This means that there’s no need for them to be taken away from their day job and they can learn on the go.

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