

The Mobile Connectivity ROI Index 2025

Financial and Professional Services

How the **financial and professional services** sectors
could benefit from better indoor 4G and 5G coverage



Make sure you're connected and the numbers stack up

Workforce productivity is seen as the biggest opportunity for financial and professional services when it comes to enhanced 4G/5G connectivity

60%

70%

of financial and professional services organisations say **real-time data access** is driving demand for better indoor mobile connectivity

Financial and professional services organisations say they would **gain**

£16.7
BILLION

in productivity benefits from improved indoor mobile connectivity

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Let us help you make the case for better connectivity

By **Brendan Hourihane**, Senior Director at Freshwave



Did you know that 80% of mobile voice and data traffic occurs indoors?

And as people are now accustomed to working from wherever they choose, assured mobile connectivity is more important than ever for productivity, worker satisfaction, and an organisation's bottom line.

Most of us take for granted that we can use our mobile devices while on the move, a convenience made possible by the substantial investments mobile network operators (MNOs) have made in their networks. Understandably, these investments have been focused on areas that serve the largest number of people – typically outdoor locations.

"Assured mobile connectivity is more important than ever for productivity, worker satisfaction, and an organisation's bottom line"

But indoors is a different story. Stricter building regulations and the net zero transition have encouraged developers to incorporate energy efficient materials, such as low-e glass, into their developments. This, combined with other construction materials and complex building layouts, blocks outdoor mobile signal from entering buildings, leaving them mobile signal dead zones.

We pioneered the enterprise-pays model for mobile connectivity in the UK and have long partnered with all the MNOs to extend their networks indoors for the benefit of everyone inside. In fact, we've already connected the equivalent of more than 60x the average London skyscraper's footprint.

As a connectivity infrastructure-as-a-service organisation, we understand that our financial and professional services customers need help articulating what they stand to gain from investing in dedicated multi-operator indoor connectivity – both from the day they move into a workspace and for the years to come. It could be how connectivity

supports their people to work more productively, increasing billable hours. It could be how it ensures traders never miss that all-important client call. Or it could be how it accelerates digital transformation activities, such as real-time data access or AI/Gen AI knowledge management systems. We're already working with many firms across multiple sites to assure connectivity for their staff and visiting clients.

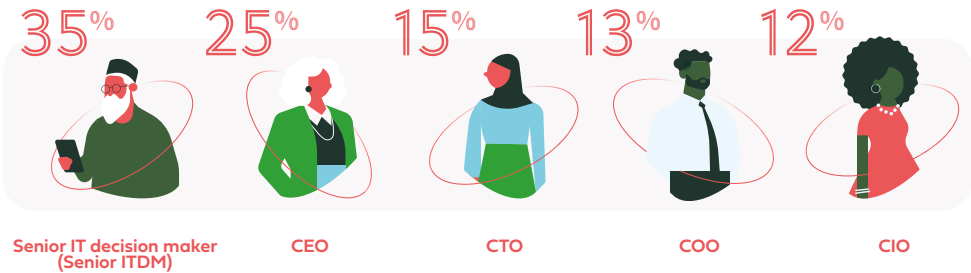
"Across financial and professional services organisations, respondents estimate that poor current connectivity costs them £24 billion annually"

To support that need, we surveyed 100 C-suite leaders and IT Directors from financial and professional services organisations (including banks, insurers, accountancy practices, engineering firms, and advertising and marketing companies) across the UK as part of our wider ROI Index. This report includes both a financial and professional services deep dive, as well as results from the full 900 respondent sample.

Across financial and professional services organisations, respondents estimate that poor current connectivity costs them £24 billion annually. They believe they lose the second highest amount of value, coming after the public sector on £42 billion of productivity losses. They also believe that improved indoor mobile coverage could deliver £17 billion in productivity gains, representing a significant return on investment in dedicated indoor mobile connectivity.

I hope you find the insights of your peers useful. Read on to find out more about how to use our data in your organisation to build the case for indoor mobile connectivity, how it can be used to drive productivity, speed the adoption of digital technologies, and demonstrate a return on investment.

We have a separate survey and sector-specific report on the legal sector as part of our Mobile Connectivity ROI Index which you can request by emailing us on mobileroi@freshwavegroup.com



We surveyed **900 senior executives** from medium and large organisations across the UK's private and public sectors. The industries represented include transport and logistics, professional and financial services, healthcare, retail, manufacturing, hospitality, stadiums and leisure, property development, law, and government.

Connectivity delivers returns

We surveyed 900 C-suite executives and IT decision-makers from a range of sectors to understand what impact poor indoor connectivity has on their operations, as well as what they think they stand to gain from investing in dedicated indoor mobile connectivity.

This included 100 leaders in financial and professional services organisations, on which the findings of this sector deep dive are based.

As the saying goes, “Time is money,” a sentiment that those working in financial and professional services will be very familiar with! This sector, like so many others, has seen post-pandemic hybrid working models remain embedded. Accelerated digital transformation and growing pressure to demonstrate operational resilience and sustainability have all redefined how firms use their workplaces. Offices are now critical hubs for collaboration, compliance, and client engagement. And mobile connectivity underpins all three.

Clients expect seamless, secure communication wherever advisors or relationship managers are based. A dropped call, a slow upload, or patchy in-building signal damages productivity and erodes client confidence. Reliable multi-operator indoor mobile connectivity ensures everyone remains reachable, data-driven operations stay uninterrupted, and client trust remains intact.

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Connectivity also powers the systems that support operational resilience and regulatory compliance. Financial services firms depend on uninterrupted access to data and communications networks to meet the Financial Conduct Authority and Prudential Regulation Authority resilience standards, while consultancies rely on data-heavy real-time collaboration tools and analytics to deliver at pace.

When thinking about improving in-building connectivity in financial and professional services organisations, most people consider Wi-Fi the only solution. But Wi-Fi uses unlicensed spectrum, meaning it can become overburdened and fail, and is also prone to interference. This can seriously impact employee satisfaction and business productivity.

A dedicated multi-operator indoor mobile system extends the MNOs’ networks indoors, guaranteeing seamless signal and capacity for everyone in the building. And technologies such as small cells or distributed antenna systems meet all UK cyber security and Ofcom legislation requirements. They are also annually audited by the mobile operators to meet controls, assuring security.

88% of UK leaders believe outdated connectivity is restricting the potential benefits of technologies like artificial intelligence.

– Ericsson



We rely on our phones. Our phones rely on connectivity.

Poor mobile coverage hits organisations where it hurts – their bottom line. It slows decision-making, disrupts client communications, and erodes productivity in high-value teams that depend on responsiveness and reliability. For leaders, it's more than an inconvenience; it directly affects client experience, employee satisfaction, and regulatory obligations around operational resilience.

Whether it's hybrid working, mobile authentication for secure systems, or managing global client engagements, reliable indoor mobile coverage keeps people connected and operations running smoothly

In a sector built on speed, trust, and precision, seamless mobile connectivity is mission critical. Investment managers can't afford dropped calls when advising clients. Consultants need uninterrupted access to collaboration tools and real-time data on the move. Analysts, traders, and relationship managers rely on instant, secure mobile communication to maintain performance and compliance standards.

Poor connectivity doesn't just affect external relationships – it undermines internal efficiency too. Whether it's hybrid working, mobile authentication for secure systems, or managing global client engagements, reliable indoor mobile coverage keeps people connected and operations running smoothly.

Strong in-building mobile infrastructure does more than eliminate coverage complaints – it strengthens organisational resilience and efficiency. Mobile-enabled systems support everything from secure access control and smart energy management to space utilisation analytics and ESG reporting. The result: more productive teams, smarter buildings, and workplaces that reflect the digital-first professionalism clients expect from their advisors.

The business case for mobile is clear.

Poor mobile connectivity creates significant challenges in the financial and professional services sector, as it does to businesses across the UK economy.

"The foundation of any successful business lies way beyond its bricks and mortar. Where? In its building's connectivity. Not only does it bring to life culture, connectivity makes the business dynamic and future proof too."

– John Gravett, CEO of Cluttons

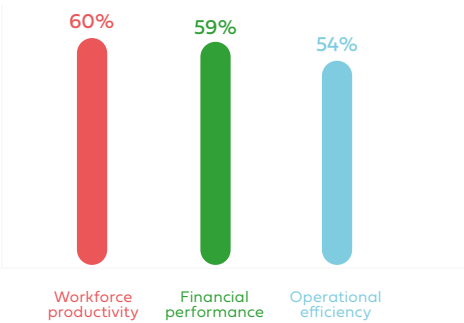


According to the financial and professional services decision-makers we surveyed, issues with current connectivity are costing them £24.1 billion in lost productivity a year.

However, they also believe that dedicated indoor mobile connectivity would recoup the majority of these losses, delivering £16.7 billion in productivity for a sector in which the UK is considered to be a world leader.

Workforce productivity is particularly significant in the financial and professional services sector, where faster, more reliable connectivity is crucial to enable flexible working, seamless collaboration, and real-time access to critical information.

Top 3 organisational outcomes that would be improved with better indoor mobile connectivity in financial and professional services ▼



Value destroyed by poor current connectivity
=£24.1BN

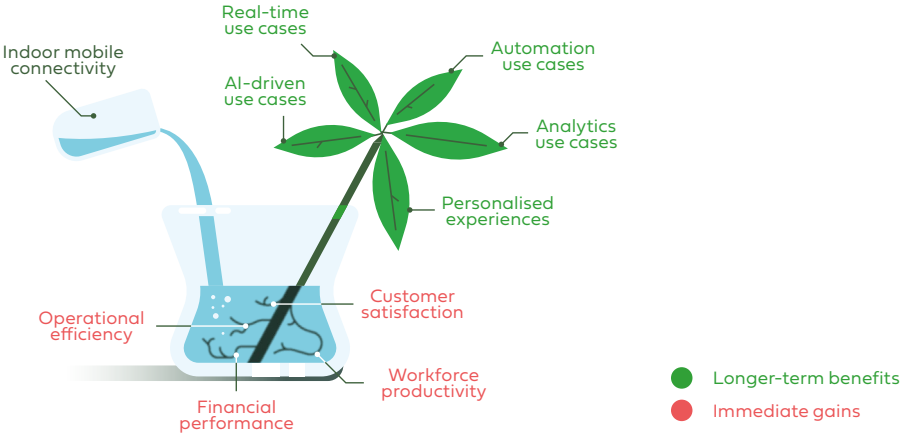
Getting connected unlocks immediate gains and longer-term opportunities

The shift in financial and professional services towards hybrid working, digital-first client engagement, and smarter, sustainable workplaces highlights the critical need for reliable indoor mobile connectivity. Many financial services have downsized their estate footprint but are moving to higher spec surroundings – with connectivity one of the key considerations.

Strong mobile coverage underpins modern workplace expectations – from hybrid collaboration tools and secure client communications to mobile-enabled access control and integrated building systems that support operational resilience. It helps firms achieve near-term objectives such as boosting employee productivity, reducing workflow disruptions, and maintaining uninterrupted service delivery.

Deploying multi-operator in-building connectivity also maximises the value of existing technology investments. Everything from cloud-based analytics and room-booking systems to digital collaboration platforms and real-time client dashboards works more smoothly and reliably, ensuring teams can operate at full potential.

By supporting multiple use cases on the same digital infrastructure – from mobile-first workplaces to smart office systems and predictive analytics – connectivity enables “use case stacking” that delivers greater aggregate returns on digital investment. It future-proofs organisations against rising employee expectations, regulatory requirements, and the evolving demands of clients, positioning firms to remain competitive in a rapidly changing market.



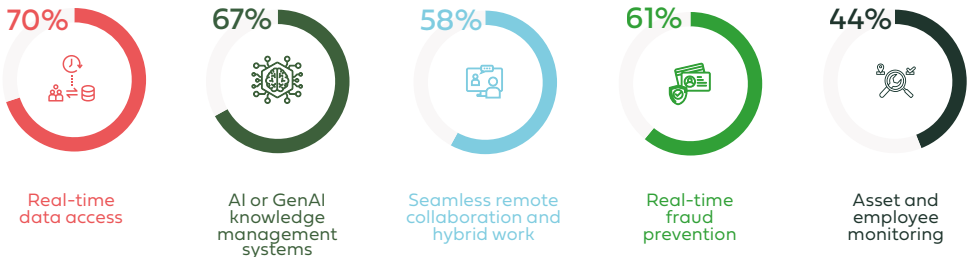
The future use cases your peers believe could be unlocked by dedicated indoor mobile connectivity longer-term opportunities

Looking to the longer-term opportunities, dedicated multi-operator indoor mobile connectivity is paving the way for next-generation financial and professional services operations. Real-time data access enables instant, secure transactions and portfolio adjustments, while AI/Gen AI-driven knowledge management systems transform decision-making, compliance, and customer engagement.

Real-time fraud prevention strengthens digital trust at every touchpoint. With the increasing frequency of high-profile cyber-attacks on major companies across the UK it's unsurprising to see fraud prevention rated highly in the future value-adds created by mobile connectivity.

Seamless connectivity supports hybrid work and global collaboration, while intelligent asset and employee monitoring enhances operational resilience and helps institutions stay agile in a fast-evolving regulatory landscape.

Together, these capabilities are redefining how financial and professional services firms manage risk, deliver value, and future-proof their digital infrastructure.



Improved connectivity in action in financial and professional services organisations

We've already connected millions of square feet to multi-operator indoor connectivity – here are some real-world examples.



Multi-operator indoor mobile connectivity at Grant Thornton's new HQ

When Grant Thornton decided to relocate their largest office to 8 Finsbury Circus, London, they wanted to put sustainability, accessibility and wellbeing at the core of its design.

This approach to sustainability carried through to their selection of an in-building mobile system. They chose Freshwave's Omni Network which provides multi-operator connectivity while using up to 60% less energy than a distributed antenna system; it also needs less space in the comms room.

The office was designed with different zones to create a diversity of space. As well as open plan offices and meeting rooms, there are also areas for concentration and reflection. Omni Network provides multi-operator mobile connectivity throughout the office, so no matter how people are working, they have the right signal for their needs.

"Feeling connected is fundamental to wellbeing at work. By providing multi-operator mobile coverage across our office, we're helping to remove the everyday stress of poor signal. Not only does it make it easier for everyone in our office to stay in touch with clients, colleagues, friends and family but it also helps support flexible, hybrid ways of working by keeping people reliably connected wherever they are in the building."

David Perrow, Project Manager Digital, Data and Technology at Grant Thornton



Providing more sustainable mobile connectivity at SIDARA with Omni Network

International multidisciplinary design and engineering company SIDARA decided to co-locate several of their member firms in the same building. This was to encourage collaboration and knowledge sharing between the different disciplines and enhance innovative thinking.

After evaluating a number of mobile connectivity options, including a distributed antenna system, SIDARA chose Freshwave's small cell solution Omni Network to provide coverage throughout their building. Freshwave are also providing an ongoing managed service.

"Throughout the development of 150 Holborn, I challenged our contractors and technology partners to meet our objectives that maximised flexibility and scalability to adapt to our ongoing changing needs as we evolve as a global business. Freshwave and their Omni Network have delivered on these. I believe in delivering technology with a purpose, not just because we can, and the mobile connectivity our staff and visitors experience adds huge value to our organisation."

Daniel Cope, former Head of Technology at SIDARA

5 key indoor mobile connectivity trends

When 900 business leaders shared their views on improving indoor mobile connectivity, five core themes stood out.

- 1 **Poor current connectivity is costing the UK £billions**
- 2 **Better indoor mobile coverage would bring immediate payback**
- 3 **Investment returns increase over time as organisations progress in their digitalisation journey**
- 4 **CEOs are the biggest advocates**
- 5 **Wales, London and the South East would benefit most**

All sectors summary

The UK is ready to unlock the benefits of better indoor mobile connectivity.

Across all the sectors we surveyed, 66% of organisations expect their overall budget for connectivity to grow in the next two years. And of everyone surveyed, CEOs felt there was greatest potential for productivity gains from better indoor mobile coverage at their sites, estimating it as 2.1% of their annual revenue or budget.

We surveyed 900 leaders from a range of sectors to understand what impact they hope that extra budget will achieve.

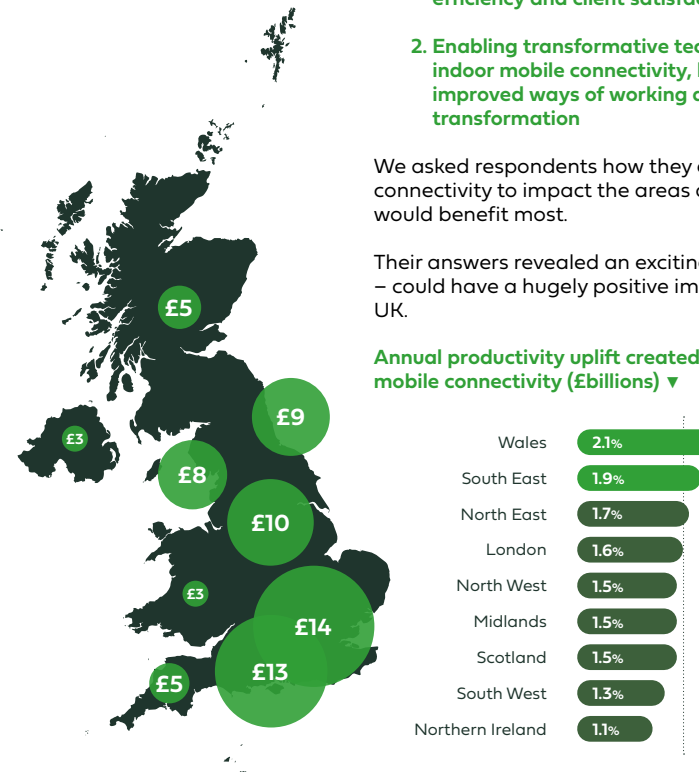
Our research uncovered two key opportunities from improving indoor mobile connectivity:

1. **Optimising the current operational model, using enhanced connectivity to improve everyday processes by boosting workplace productivity, financial performance, operational efficiency and client satisfaction**
2. **Enabling transformative technologies through advanced indoor mobile connectivity, like unlocking new and improved ways of working and accelerating digital transformation**

We asked respondents how they expect improved indoor mobile connectivity to impact the areas above and how their sectors would benefit most.

Their answers revealed an exciting opportunity that – if realised – could have a hugely positive impact across all regions of the UK.

Annual productivity uplift created by better mobile connectivity (£billions) ▼



Three key benefits of better indoor mobile connectivity

1. Reduce the impact of poor connectivity

Large organisations across the UK are losing £100 billion every year due to current connectivity limitations.

This impact could be reduced by 70% with better indoor mobile coverage.

Annual productivity uplift created by improved indoor mobile connectivity
+£70BN

2. Improve a range of critical KPIs

62% of those we surveyed said better indoor mobile connectivity could boost workplace productivity, making it the biggest opportunity for improvement.

Organisational outcomes identified as being improved by indoor mobile connectivity across all sectors ▼

Workforce productivity 62%

Most improved industries



Law (73%)



Manufacturing (71%)



Healthcare (62%)



Professional/financial services (60%)

Financial performance 57%

Most improved industries



Property development/real estate (71%)

Operational efficiency 56%

Most improved industries



Government & public sector (66%)



Transport & logistics (65%)

Customer satisfaction 52%

Most improved industries



Hotels, stadiums, leisure (68%)



Retail (68%)

But other key outcomes like improving financial performance, boosting operational efficiency and increasing customer satisfaction also came out strong.

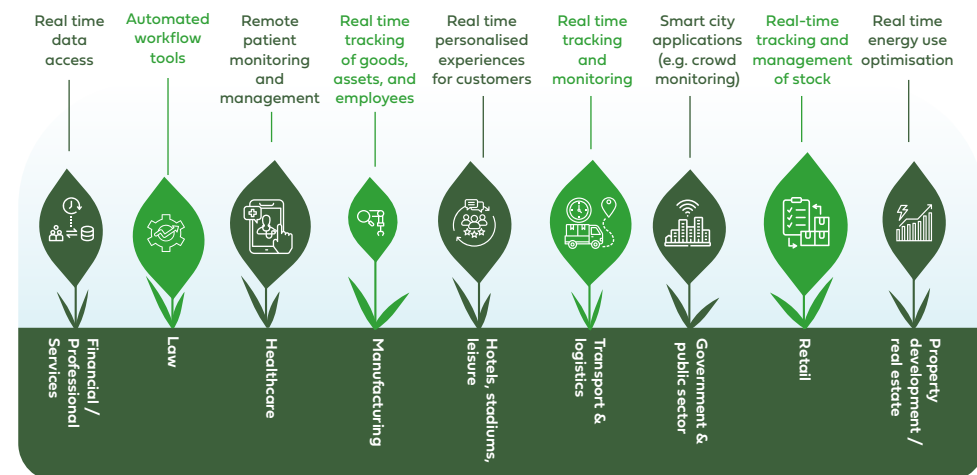
- **Workforce productivity** is particularly significant in sectors such as legal, manufacturing, healthcare, and professional/financial services, where faster, more reliable connectivity is crucial to enable flexible working, seamless collaboration, and real-time access to critical information.
- **Financial performance** was the main focus for property development and real estate, where reliable on-site mobile connectivity can facilitate better site management, faster deal closures, and improved client relationships.
- **Operational efficiency** was particularly important for government/public sector and transport/logistics. In these industries, reliable connectivity can enable smoother coordination, better use of resources, and minimised downtime.
- **Customer satisfaction** is particularly vital in consumer-facing industries such as hotels, stadiums, leisure, and retail. In these sectors, mobile connectivity can allow businesses to provide seamless digital experiences to their customers, from improved mobile payment systems to real-time personalisation and immersive entertainment options.

3. Accelerate digital transformation

The growing demand for improved indoor mobile connectivity is driven not only by the need to optimise existing processes but also by the push for digital transformation across all sectors in the UK. Organisations are looking to break down traditional operational silos, enhance their responsiveness to dynamic environments and deliver more value to customers and stakeholders.

Organisations are increasingly seeking to enhance real-time data collection, gain actionable insights and improve monitoring and management capabilities through advanced mobile connectivity.

The top digital transformation activity driving demand in each sector ▼



Next steps

A huge opportunity for financial and professional services organisations across the UK.

The financial and professional services sector is worth billions to the UK economy. And every moment in them matters.

In an environment where seconds can shape outcomes, marginal gains in productivity – faster data access, smoother collaboration, and instant client responsiveness – compound into meaningful competitive advantage.

The most improved organisational outcome from enhanced 4G/5G mobile connectivity cited by our financial and professional services respondents was workplace productivity at 60%.

This reflects the direct link between connectivity and enabling people to work more effectively in this sector. Financial and professional services professionals provide high value services to clients, so any time they waste in trying to connect to a call, download a file or update a document is time that could be better spent in contributing to a company's bottom line. Reliable mobile coverage reduces the friction of day-to-day activities, meaning professionals can concentrate on getting results for clients and not on staring at a loading wheel on a laptop or desperately hunting for signal somewhere where they can return a client call.

In addition, robust mobile connectivity provides safety and security, assuring business continuity and a network independent of the Wi-Fi. People may be able to work when the building loses hot water or AC, but they can't when it loses Wi-Fi.

This is your chance to be part of an exciting digital transformation, one that will strengthen the productivity of the UK as a whole.

Based on the insights in this report, those that move quickly to invest in assured indoor mobile connectivity could improve everything from workplace productivity to financial performance to operational efficiency and more.

But the time for that immediate payback is now.

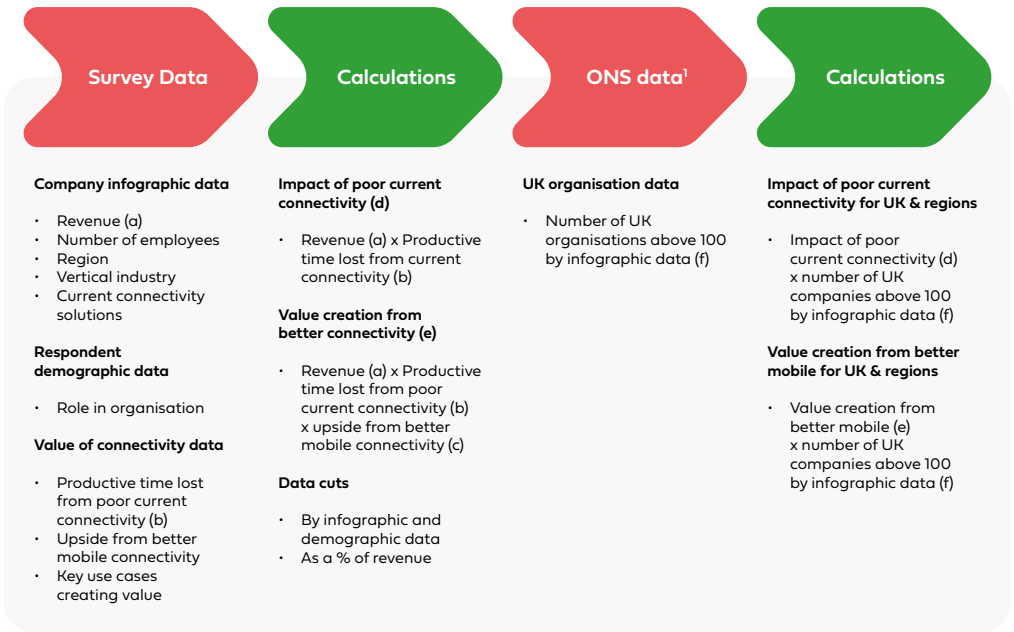
And the question is: will your organisation be part of this high ROI, mobile connectivity-based future?



Methodology

The survey we ran posed several questions for organisations across the UK from nine different sectors (100 organisations with greater than 100 employees) including the impact of existing connectivity issues on their business. We also asked them how much of this impact could be mitigated through improved mobile connectivity. This enabled us to calculate the average loss and mitigation value for businesses of different sizes within each sector across different regions of the UK.

We then used these average values and applied them to all relevant businesses across the UK – those with greater than 100 employees, within our target vertical industries, within each region. This enabled us to calculate the impact on specific industries, specific company sizes, and specific regions. The financial and professional services figures in the vertical deep dive come from 100 responses from people working in financial and professional services organisations.



Definitions

Current connectivity
Network system within an organisation, consisting of predominantly fixed connectivity.

Large organisations
Organisations with more than 100 employees.

¹<https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/datasets/ukbusinessactivitysizeandlocation>

Ready to assure mobile connectivity to help power your people's productivity and company's bottom line?

Let's start the immediate payback and high ROI conversation.

mobileroi@freshwavegroup.com

