



# O<sub>2</sub> customer story: Huff Equestrian

Athleisure brand Huff Equestrian needs consistent internet access across the country to maintain an online business with remote payments while keeping on top of customer contacts and social media. O<sub>2</sub>'s network and Pocket Hotspots help grow it's unique brand.

## Connect anywhere

O<sub>2</sub>'s network allows Huff to get online wherever they are, whether in town or in the middle of a field with the help of Pocket Hotspots and award-winning mobile coverage.

## Room to grow

With plans for expansion, Huff will be looking for a deal on more SIMs and hotspots from O<sub>2</sub>.

“

Most of our business is online, so I need to be in constant contact to respond to queries, monitor sales and stock as well as promote via social media. It never stops.

”

**Melanie Hunter Yell,  
Founder, Huff Equestrian**



## Constant coverage

Huff Equestrian began in 2017 when riding enthusiast Melanie Hunter Yell spotted a gap in the market.

“There’s definitely been a growth in the athleisure field over the last few years,” says Melanie, “with people wearing clothes that will work both for the office and the gym. But that hadn’t extended to riding – I wanted to design a range that would empower equestrians and aspiring equestrians to look and feel stylish, both on and off the horse.”

The business grew rapidly, primarily online, but also at horse shows up and down the country, where the Huff Equestrian stall quickly became a staple.

“We do a lot of our business at horse shows all over the UK,” adds Melanie, “from Badminton to Burghley and many more. So we’re often in the middle of nowhere, posting pics to social media and taking online payments.

“Our first time at the Royal Windsor Horse Show, we didn’t realise that there’s a network blackout when the Queen arrives. No-one at the show had coverage for 40 minutes, but we did £2,000 worth of business in less than an hour after that, which just goes to show how crucial consistent network coverage can be.”

“

I upload and download images all day, every day. Without my Pocket Hotspot, I’d be lost – it saves me at least an hour a day. You can’t put a price on time, especially when you’re a mum!

”

**Melanie Hunter Yell,  
Founder, Huff Equestrian**



## Learning and growing

“Having access to the internet all day wherever I am means I can multitask,” says Melanie. “I’m often in the yard with the horses, answering emails and responding to customers through social media. This probably wins me back at least two hours a day.

“The support I get from O<sub>2</sub> has been great too. They were able to advise me about the best way to process payments on the go, and it’s really good to know that if I ever have a problem, I can pop into an O<sub>2</sub> store and talk to an O<sub>2</sub> Guru face to face.

“O<sub>2</sub> also gave me a year’s free membership of Enterprise Nation, the small business support group. So I get access to their workshops and events, as well as their community around the country – it’s been a great help for small business advice, for networking and for raising awareness of my brand.”

“

My data tariff from O<sub>2</sub> gives me all I need to keep my business running wherever I am, and I always know how much I’m paying each month.

”

**Melanie Hunter Yell,  
Founder, Huff Equestrian**

## How O<sub>2</sub> Business helps Huff Equestrian:

- **Consistent, reliable access** to the network with the UK’s best coverage\*.
- **Pocket Hotspots** – can connect up to ten devices to the network via wifi. Perfect for connecting phones, laptops, payment devices and more wherever you are.
- **Free Enterprise Nation membership** – one year’s free membership to the networking and advice group for small businesses around the UK.
- **O<sub>2</sub> Guru support** – on call or face-to-face in store for any questions about devices, network, tariffs or technology.

\*O<sub>2</sub> awarded Best Network Coverage 2019 by uSwitch.





**huff**  
EQUESTRIAN

## About Huff Equestrian

Huff Equestrian is an equi-leisure brand providing sportswear for equestrians who want to look good on and off the horse. Founded by Melanie Hunter Yell in 2017, the brand has steadily won fans across the UK riding scene, with sales via the website [www.huffequestrian.co.uk](http://www.huffequestrian.co.uk) and at riding events.

Worn by some of the world's top event riders, including the UK's Danni Dunn, Holly Woodhead and Canadian Rider Madison Penfound, the range includes breeches, base layers, leggings, sweaters, T-shirts and jackets, with the latest wicking and body cooling technology.

Read more customer stories at:

[www.o2.co.uk/enterprise/insights](http://www.o2.co.uk/enterprise/insights)

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“

O<sub>2</sub> has helped me to build my brand, and they consistently give me the support I need both as a customer and as a small business.

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**Melanie Hunter Yell,  
Founder, Huff Equestrian**

**O<sub>2</sub>**  
business