



Case Study

Mobile Cost-Reduction and Expense Management for global media & publishing group

Objective

The Client, one of the world's leading media and education groups, wanted to reduce and control their mobile expenditure which, with 2500 users, was running at well over £1 million p.a.

The Project

Conduct a benchmark review to evaluate where significant savings could be achieved, renegotiate supplier contracts and implement software reporting programmes, with day-to-day input from Efttel to ensure that savings were maintained over the long term.

Efttel's role

To achieve the desired objective by:

- Conducting an initial thorough benchmark review of the mobile expenditure across all aspects – inventory, usage, call patterns, contracts and billing data
- Establishing an inventory of all billed mobiles, ensuring all mobiles correctly accounted for
- Issue RFPs and evaluate responses
- Negotiating the best proposal and delivering a 29% saving on previous expenditure.
- Implementing Efttel's Mobile Expense Management (MEM) service, resulting in further savings and on-going reporting and control of the supplier contract.

"Efttel have worked with us for a number of years managing our Telecoms RFP process and also providing a Mobile Billing Management service. We have a good working relationship with Efttel involving trust and respect, which has the outcome of producing substantial saving to the Group".

Head of Technology Services

Ongoing cost control

Following negotiation of the supplier contract, the Client implemented Efttel's Mobile Expense Management (MEM) service with the aim of ensuring ongoing management and control of the mobiles contract and billing.



The MEM service focuses on the following main areas of operation:

Inventory Control

With 2500 users spread across multiple divisions, the service ensures all mobiles are assigned to named users, who are in turn correctly assigned to their cost centre. This process is performed on a monthly basis. Zero-usage Sims are identified allowing them to be re-assigned or ceased.

Invoice & Billing Management

The supplier bills are checked to ensure compliance to the contracted rates. Invoices are verified, and costs are assigned to cost centres, enabling full cross-charging of the mobile costs.

Continued analysis and reporting

As key stipulation by the client was to have on-going systems in place to ensure that savings were maintained and any opportunity to gain further reductions in mobile outlay were exploited.

Value added reporting and guidance

Efftel provides value-added advice on areas such as alternative tariffs under the contract for high roamers and heavy data users.

Outcome

- ✓ An initial 29% saving on mobile expenditure delivering an ROI on this project many times over.
- ✓ The MEM programme identified fraudulent activity from an external source and the police were notified to take appropriate action.
- ✓ Savings through termination of redundant services including unused Sims
- ✓ The on-going support provided by Efftel continues to identify and realise opportunities to reduce mobile expenditure.