

## press release

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## **Efftel deliver €3.5M savings for FTSE 100 FMCG manufacturer**

**26 October 2011** – Efftel, the telecom cost management specialists, have recently completed an extensive European mobiles project for a global manufacturing client operating in over 100 countries worldwide with a strong European presence. The task presented to Efftel was to reduce the client's 10 different European mobile telephony suppliers, supporting over 9,000 mobiles, to one common mobile operator. The allied objective was to achieve a standardised contract and SLA (Service Level Agreement) across 14 different countries that delivered a substantial reduction in the client's mobile expenditure.

Commenting on how they set about undertaking this complex assignment, Eftel's David Rosenthal said, "The initial and highly challenging task was working with billing data from ten different suppliers in multiple languages and different currencies across 14 countries. Once we had analysed and fully processed all this intricate data we were able to prepare a comprehensive 'Call Profile'.

"Then, using our own specialist, proprietary software, we analysed the mobile billing data for each country to build the necessary call profiles to be included in the RFP (Request For Proposal) to potential suppliers.

"Following receipt of supplier proposals, we analysed all responses and processed the information against the original billing data. This enabled a detailed savings analysis to be produced.

"Based on our substantial experience of the telecom market and in-depth pricing awareness, we then provided professional advice including detailed recommendations to the client.

"At all stages of this project, our role was to support the client's own procurement team with back-office support, advice and analysis. This freed up the client to concentrate on the supplier-facing role as well as the internal coordination.

"The projected savings for our client will exceed €1 million per annum for the next three years, and they are delighted with the outcome of this project".

For more information on the telecom cost management services provided by Eftel contact the company on 0800 376 0100 or visit their website at: [www.eftel.co.uk](http://www.eftel.co.uk).

**Issued on behalf of Eftel by Next Step Marketing Ltd**

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