

press release

T: 0800 376 0100
E: info@efftel.co.uk
W: www.efftel.co.uk



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Efftel delivers substantial savings on mobile expenditure for global media group

With mobile expenditure running at £1 million+, a global media organisation with a portfolio of world famous brands turned to Efftel, the independent telecom cost management specialists, to reduce this substantial annual outlay.

1 August 2011 – With a turbulent global economy and difficult trading conditions, all companies, regardless of size and stature, are looking for cost reductions to stay competitive. That is why a global media group with a portfolio of world famous brands turned to Efftel, the independent telecom cost management specialists, to help reduce their mobile expenditure, which was running at well over £1 million per annum.

This FTSE100 PLC set Efftel the objective of achieving an initial 30% reduction in costs together with on-going support. To meet this challenging objective Efftel conducted an initial thorough benchmark review of the mobile expenditure including usage, call patterns, contracts and billing data. This established a clear inventory of all billed mobiles, ensuring all mobiles were correctly accounted for. Efftel then renegotiated existing contracts, delivering an immediate saving through targeted focus on key high-cost areas of spend.

A key stipulation by the client was the requirement to have on-going systems in place to ensure that savings were maintained. This was again accomplished with the introduction of Eiffel's Mobile Expense Management (MEM) programme – bespoke software that provides full reporting and detailed analysis of billing data.

Commenting on this contract, John Maher, Head of Business Development at Efftel, said, "Overall we achieved the target set by this important client – a saving on their mobile expenditure delivering initial annual cost savings in excess of £250,000. During the course of our work we also identified fraudulent activity from an external source and the police were notified to take appropriate action. We continue to provide the Group with on-going support and monthly reporting to ensure that all opportunities to reduce mobile expenditure are realised and long term savings are maintained".

Efftel provide mobile and other telecom cost management services to many of the UK's largest employers – for more information contact the company on 0800 376 0100 or visit their website at: www.efftel.co.uk.

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Issued on behalf of Efftel by Next Step Marketing Ltd

Media enquiries to: Heather Lambert
Tel: +44 (0)1256 472020
Fax: +44 (0)1256 471010
Email: heather@nextstepmarketing.co.uk