

# press release

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## **Publishing group saves over £200,000 on their telecoms expenditure**

*Calling in Efftel to help them save money on their telecoms bills led to one of the UK's biggest publishing groups saving over £200,000 on their expenditure*

**3 October 2011** – With the UK experiencing the longest and most severe recession in the post-war era, companies are looking for any way to reduce their cost base and stay competitive in difficult trading conditions. That's why two years ago, following a competitive tender process, one of the UK's largest publishing groups turned to Efftel, the telecom cost management specialists. The target set by Efftel's client was an ambitious 30% reduction in their telecom bills in the first two years.

David Rosenthal, Managing Director of Effective Telecoms Ltd (Efftel), comments, "The 30% reduction in their telecom expenditure, in a two year period, was certainly ambitious. Yet we came incredibly close to reaching this target, with a 28% saving on their landline and mobile contracts delivering a £214,000 reduction in their telecoms bills.

"The savings were primarily achieved through the termination of redundant services including unused mobile SIMS and the consolidation of several suppliers down to one provider of both mobile and landline services, which meant not only major monetary savings but a reduction in the client's administrative burden.

"The client is now using our expense management service and this produces monthly reports for cost centre managers; these reports can highlight exceptional or incorrect usage patterns, not only enabling managers to take appropriate action but also providing a clear picture of overall costs.

"It means the savings on their telecoms bills are permanent and not a one-off".

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

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

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