



CASE STUDY Voice Services

Identity remains confidential

Effective were working with a large professional services customer operating 17 separate sites through the UK, which formed part of a larger global organisation.

What was the Requirement ?

The customer was spending a considerable amount of money on telephone calls between its UK sites, from its UK sites to its overseas locations and from its UK offices to UK landline and mobile numbers outside the company. It wished to reduce its annual expenditure.

How did Effective help ?

Effective worked with one of its trusted telecommunications partner companies to analyse the situation and to produce an effective solution to the problem.

Analysis of the historic telephone bills showed that the company were putting all voice traffic across the standard BT network at full price.

Effective arranged for each UK office to have a non-geographic (0845) number and to implement Carrier Pre-Selection on the telephone switchboard in each location to divert calls away from BT and onto the telecommunications partner's network.



This achieved significant savings in calls between offices, took advantage of discounted call rates to UK Landline, Mobile and Overseas locations as well as making it cheaper for customers to call any of the UK locations. In total, the customer saved over **£50,000** in the first year.

Just as importantly, the changes were introduced without any down-time or loss of call quality.

What our customer had to say :

'Effective have helped us to significantly reduce our telecoms expenditure with a creative solution which has saved us money and was introduced with a minimum of disruption – most staff simply haven't noticed any difference.'

DC, Regional IT Manager

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