



5 Point Guide To Lower Call Costs



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Network Reliability

We found 73% of our customers rated network reliability as the most important factor in making the decision, however, when we looked at this in more detail we found it difficult to compare networks for reliability.

We also had to weigh up the network reliability with the overall competitiveness of the offering from each of the networks because cost is a significant factor.

We finally decided that Telstra was the most suitable company in terms of network reliability, our reasons for making this decision were as follows: -

1. Telstra have the 4th largest communications background in the world and are a tier 1 service provider across the whole of their network.
2. They are rated the world 5th best telecom operator.
3. Statistics show that 11 billion calls are made every year, and 80 million voice minutes used per day on the Telstra network

Call Quality

This was rated as most important by 67% of the customers. This again was difficult to ascertain and compare between networks. A lot of the lower cost competitors such as One Tel provide compressed calls and voice quality is not good, this was felt by most of our users to be important, in that it gave the wrong image to customers if call quality was bad.

The basic reason for call quality is the size and infrastructure of the core network and also the number of calls that are made to different destinations throughout the world.

We again looked at the statistics for different companies and found that Telstra processed 8 billion calls every year and 80 million voice minutes per day on their network, this was an impressive volume for a tier 1 carrier.

We also looked at different carriers and the ability to support the network in the UK, there are very few networks that actually have a network operating centre in the UK and Telstra is one of these networks. Other companies which have network operating centres would tend to be the cable companies which do not have the best customer service in the world, and larger companies such as British Telecom who do not regard individual customers as important as a business such as ourselves

Cost Of Calls

62% of our customers rated this as the most important factor. We were surprised that this was not first in the order of preference and when we examined this in more detail we found that the cost to mobiles was the most important factor, way over and above the local and national rates, this is because mobile costs are now at least a third of most individual users bills.

Our price comparison found that Telstra was equal in price to the others and overall we felt with the importance contributed to reliability and call quality, that Telstra was the best choice for our network provider.

Actimax also took a decision with regard to our billing to our end user customers to base this on pence per minute with no minimum call charge or set up fee. We felt this made life simple and understandable for our users and did away with any spurious practices, which are sometimes used by other suppliers.

Integration and Simplicity

44% of our customer base felt this was important.

We also felt it was important that customers could be provided with a simple and understandable bill together with a web interface to check their information when required. We invested heavily in our own billing platform and spent over £40,000 in providing this to give our customers easy information and simple information.

We also provided integrated line rental as part of our package to give the customers one invoice for all of their call charges.

We then took this further to incorporate Non Geographic Numbers and ISP circuits and data circuits. Our customers can now be provided with an integrated deal for all of their voice and data circuits from one supplier.

The other product we supply in this area, which makes life easier for our customers, is remote call management, which can be provided as a Bureau Service to provide our customers with the call cost information on a daily basis if required. This again has been heavily invested in by ourselves and we have spent a similar amount, over £37,000 on our Bureau Service to provide integrated calls management to go with the line rental and call charge information.

Account Management

Account management was rated important by 42% of our customers.

Customers will quite often order new lines or cease lines or have billing enquiries, this needs dedicated people who understand how the information is obtained, and how to easily resolve account queries or add on new services for our customers. We provide all of your customers with dedicated account management.

How Can Actimax Help You?

***LET US DO THE WORK, WHICH WILL THEN ENABLE YOU TO
MAKE AN INFORMED DECISION.***

If you need any more information or would like to discuss if your line charges and call traffic really are in the best place for your business, please give our Network Specialist a call on **01268 243916** and Actimax will be happy to undertake a full and comprehensive analysis of your call charges and line rental costs.

This is completely free of charge, and all I need from you is a copy of your most recent telephone bill. You have nothing to lose, and we will provide you with a conclusive report as to if you should be looking to make improvements to one of the most important areas of your business communications strategy.

ABOUT ACTIMAX

Actimax, established in 1997 has a firm track record of proven results and satisfied customers in the telecommunications market. Our core business is the supply, installation and maintenance of communications systems, and our strength is in the technical background of our team of 38 employees.

With a management team that have worked together for a combined total of over 75 years, we are a hard working company that knows where it is heading. The experience of John Massey Managing Director who's background in the communications industry goes back over 30 years is invaluable in the company being one step ahead of the competition. Actimax invests over 50k per annum on training it's team, including technical engineering courses, management courses, sales and marketing seminars and we also recently offered Learn Direct courses to the whole company, which saw a good up take. The company ethos is to keep our team, happy, motivated and interested, that way they are more likely to stay with us. This has proved to be a benefit with 60% of our team having been with us for over 3 years,

We provide communications hardware from five leading manufacturers along with a whole portfolio of supporting products. We have gained superior accreditation with all of the suppliers we work with, along with awards for Customer Care and Service (2004 and 2005), Comms Channel Reseller of the Year 2005, Essex Business of the Year 2005 and Business-to-Business winner 2005.

Our target market are companies, either single or multisites with over 20 employees, and with no upper limit. Our market sector is any company looking to improve their process and procedures along with increase in sales, cutting costs and improving service, and we have been especially successful in Government, Financial, Travel and the Motor Trade.

For More Information on Actimax and the services we offer please contact us:

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