



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.

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 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. 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 our supplier was equal in price to the others and overall we felt with the importance contributed to reliability and call quality, that our supplier 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 243903** 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

We are a National supplier of IT and Telecoms Infrastructure. We aim to help improve our clients business processes by implementing change, which improves service levels and efficiency while reducing cost.

How we do it

Our strategy for providing solutions for our customers is split into two components. The first of these is infrastructure and we provide Mitel and Alcatel telephony solutions together with Alcatel Data Switches, WiFi Solutions and Cisco routers, to provide a complete infrastructure for our clients.

This infrastructure is then connected to the network by a variety of methods including, ISDN, SIP Trunks and Wide Area Network connections. We also provide as part of our infrastructure offering, Call Recording and Mobile Telephony.

Actimax are able to provide an end-to-end offering for any customer infrastructure requirements.

The second component of our product solution is providing elements of the solution, which we would regard as value added services. These would include Collaboration and Unified Communications, Video Conferencing and Managed Services such as Least Cost Routing, Maintenance, Fraud Detection and various hosted services to provide the customer with value added services to enable them to manage their business on an ongoing business.

Our History

Actimax have won a large number of awards for technical innovation. In 2009 we were awarded the contract for Salvation Army to deploy a voice infrastructure for their business. This followed successes in 2008 with being awarded the contract to be the supplier for the telephone system for the Wimbledon Championships and five Royal Palaces in 2006, including Hampton Court, Tower of London and Kensington Palace.

We have a large number of high profile customers including The Church of England, The Delfont Mackintosh Theatre chain, The National Union of Teachers and The Restaurant Group.

We are Mitel Premier Resellers and direct Alcatel Voice and Data Partners.

We aim to achieve excellence in the solutions we provide and also in our technical accreditations and customer support. We believe this is paramount in looking after our customers.

We have very high staff retention, with around two thirds of our staff having been with the business for more than 5 of our 12 years.