



## Case study Creston plc

### Creston...

Creston is a marketing services group structured into three divisions; Insight, Health and Communications.

These divisions together comprise 13 operating companies which deliver market research, digital marketing, PR, health communications, direct marketing and creative communications services.

#### The solution

- Calls and line audit
- Maintenance charge audit
- In depth call trend analysis
- Customised tariffs and billing
- Mobile phone management
- Significant savings across the group

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## Supplier consolidation and estate management for an acquisitive plc

#### The challenge

Founded over 10 years ago, the Creston Group has developed through a combination of acquisition and organic growth. A priority for the Group was to consolidate the number of telecoms suppliers for fixed line services and to use their improved group purchasing power to get better value from fixed and mobile contracts. This needed to be done in a way that facilitated local control of operations for each company.

#### The solution – fixed lines

Creston issued a request for proposal (RFP) to find the telecoms partner that would help audit the Group's estate and proactively manage costs. Despite being up against other incumbents, RHM successfully bid for the Group's business. An audit of the estate was the first step. RHM documented current provisioning, contract status and supplier relationships across the Group. The audit findings enabled RHM to explain migration options, depending on contract terms. Head office was kept informed of progress and options, but each subsidiary made the transition to RHM individually.

The transition process took almost 2 years of careful planning and management.

Each company is billed monthly by RHM and Creston's head office is kept informed of group spending as well as savings made through a quarterly review.

None of the Creston Group companies have a fixed tariff. As part of the initial review, RHM were able to evaluate call patterns and recommend tariffs that would best suit each type of business. The market research companies in the Group make many outbound calls to international destinations. RHM creates tariffs for these companies on an ad hoc basis giving them flexibility that results in significant savings.

One of Creston's companies - ICM includes the RHM team in its bid process. RHM help ICM prepare costs for their outbound campaigns, making ICM as competitive as possible. This type of proactive account management, tariff and billing flexibility is unique to RHM.

#### The solution – mobiles

Improvements to call and data rates and group-wide changes to Blackberry management systems reduced mobile costs by 37%. RHM also manage hundreds of handsets and data dongles for the Group giving Creston flexible packages and improved 3g coverage.

#### The results

RHM have helped Creston to reduce the number of telecom suppliers from fifteen to one. All Creston Group companies are now supported by the RHM helpdesk giving them a single point of contact for queries, orders and faults.

Creston has also enjoyed the following savings:

Fixed lines – 24%

Fixed calls – 32%

Telephone system support – 39%

Mobile services – 37%