



Seeing beyond pence per minute using RHM Analysis

Company profile

ICM is one of the leading market research companies in the UK. Collection of both consumer and business data is principally handled through its four call centres. It's a successful business and the principal clients are FT100 Blue Chip business and Government agencies.

The issues

The very nature of the ICM business means that telephone calling costs are a major part of its cost of sale. Typical annual spending is around £300,000. When initially approached by RHM, ICM did not have any perceived problems or concerns with their telephone call spend. They believed they were on a good tariff and had costs under reasonable control.

Nonetheless they accepted an offer of a free audit and review which revealed some important issues with the existing arrangements. ICM already had an effective policy on potential misuse such as calls to directories or premium rate numbers/ international calls. The free review was intended to find and correct any shortcomings in other areas.

The solution

As a BT Gold & Avaya Gold Partner with 14 yrs experience in the telecoms industry, RHM has developed five key business services. One of these is RHM Analysis, a careful examination that helps large organisations to audit spend on calls, lines, and data network services.

call centre option. We coordinated the implementation of the contract with BT, making sure it was applied in a timely and accurate way. We processed the contracts and verified ICM's lines estate, detailing exactly which tariff needed to be applied to each line.

Support

Ongoing support was established to ensure that ICM retained access to effective account management. The support phase flowed smoothly from the implementation phase, with all bills post implementation bills analysed to verify that forecast savings were actually being achieved.

Monthly meetings took place initially before switching to formal quarterly account management reviews as the changes settled in.

The right support is essential to cope with a fluid calls market and ensure that costs continue to remain under close control. In ICM's case, ongoing analysis of monthly bills identified a potential problem with either "locked calls" or repetitive electronically dialled calls that lasted a long time, racking up call costs. Relying solely on the bill to identify issues of this kind means being out of date by up to a whole quarter. RHM established monthly billing for ICM and we also set up Call Alerts with BT. That meant any call exceeding £5 was emailed directly to the RHM account manager for ICM within 24hrs.

Reporting of this kind allowed ICM to resolve the "locked call" issue.

Benefits

The ICM telecommunications bill was cut substantially and a robust monitoring system was established to make sure that intelligent decisions could continue to be made going forward.

Patrick Diamond, Managing Director for ICM is delighted:

"RHM took time to understand our business and our calling profile thanks to detailed analysis. They were able to find a tariff that would work harder for us and deliver bottom line savings. I have used those savings to invest in other technology areas. The important thing to note is that RHM also continues to work with us post implementation to ensure we are continuing to control costs. Not only do I have greater peace of mind but I can focus more on driving our business."

Case study ICM Direct Ltd

The solution

- RHM Analysis
- BT Call Centre Advance
- BT Business Plan

The benefits

- Reduced call costs
- Line rental tariffs matched to requirements
- Effective account management
- Ongoing analysis
- Robust monitoring
- Real time call information

"I have used the savings to invest in other technology areas."

Understand

- your business
- your current communications and how they are performing
- your requirements moving forward
- what you are paying

Recommend

- assessment of current communications
- recommendations for improvements

Implement

- agree with you what actions to take
- develop a joint implementation plan
- assign project management if needed
- install any technology based solutions
- sign off the project with you

Support

- appropriate support levels agreed and monitored
- dedicated account management
- a reliable review structure with stated frequency

Contact us

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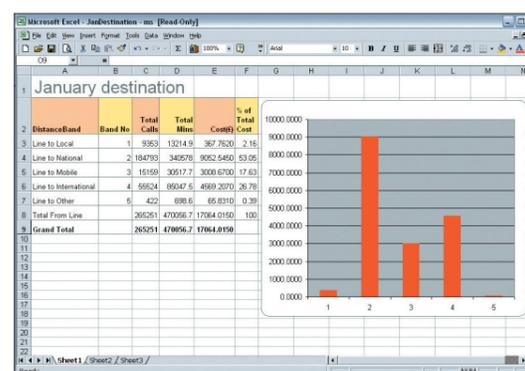
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Understand

RHM started by working to understand the specific business needs of ICM. We did so by taking away a year of billing data and looking at the company's calling profile, its existing charges and possible areas of misuse.

Implement

RHM worked closely with ICM to implement the recommendations in full. ICM agreed to sign up to BT Call Centre Advance alongside the BT Business Plan tariff for those lines not registered on the



RHM Analysis report example