



Leading law firm recommends Obsidian Landline to Mobile Cost Saving solution ‘without hesitation’

“*Obsidian gave us confidence in the use and management of the solution through their knowledge of the technology. We are already saving in the region of £1,200 per month and this will increase over time. Any firm with any volume of landline to mobile calls must look at this - we have been delighted with it.*”

**Paul Leyland – Head of Internal Services
Cobbetts LLP**

Cobbetts LLP is a leading UK law firm with offices in Birmingham, Leeds, London and Manchester, and a fee income for the current year in excess of £47 million. It offers a wide range of services for clients, split into the seven key practice areas of Real Estate, Corporate, Commercial, Banking, Dispute Resolution/Litigation, Employment and Private Capital.

Commitment to client relationships, standards of service and quality of staff are key to the firm’s values, along with integrity, innovation, teamwork and respect. Cobbetts prefers to generate long term, beneficial relationships between its clients and their legal advisers, and is known for its technical expertise and ‘real life’ advice.

The challenge

Cobbetts recently topped the UK’s most respected client poll for ‘alternative billing and predictable costs’, something which reflects its innovative approach to aligning fee structure to clients’ constantly evolving needs. But as a business, Cobbetts is also very aware of managing its own costs, as Head of Internal Services Paul Leyland explains:

Key features

- ▣ Initial predicted savings of more than £40,000 over two years
- ▣ Fully-managed solution with no initial outlay
- ▣ 300,000 minutes per year managed
- ▣ A 50%+ reduction in landline to mobile call costs
- ▣ Supports 600 staff members across four sites

“The firm has 85 partners and some 600 employees in total across the four sites. A high proportion of their time is spent on the phone dealing with client issues, so as you can imagine, our calls costs can be extremely high. We are always looking at ways to operate more efficiently as well as more cost effectively, and any way in which we can reduce call spend without any loss of service quality is always going to be a good thing.”

Obsidian initially contacted Cobbetts to discuss Landline to Mobile Cost Saving options in September 2009. Paul was immediately interested in the service, instantly understanding how substantial savings could be made – and so an appointment was arranged for October. In the meantime, Obsidian reviewed Cobbetts’ recent phone bills and determined that around 27,000 landline to mobile minutes were being used per month. Paul continues:

“Increasingly, calls from the office are being made to mobiles rather than to other landlines, as this is becoming the preferred option to guarantee that you can get hold of someone. In fact, when we reviewed our bills we discovered that 60% of our outbound calls were to mobiles! There is definitely an increasing use of mobiles as the main method of making contact, but of course these calls are far more expensive than calls to other landlines, so it was easy to see how the Obsidian service could benefit us.”

The solution

A site survey was completed within a week of the meeting, and a GSM Gateway was then connected at Cobbett's main site in Manchester. Each of the four offices has its own PBX, but these are linked via the company's Wide Area Network so calls can be carried via the WAN, to the Gateway in Manchester and out over the mobile network from there. With the Obsidian solution in place, all of the firm's expensive landline to mobile calls are now routed in this way and are turned into far cheaper 'mobile to mobile' calls.

The initial solution was designed with enough channels to cater for up to 27,000 minutes per month, which is actually higher than Cobbett's current usage, but allows for an expected increase in call volumes over the coming months. Paul explains further:

"At the moment we are at around 63% capacity as December was a quieter time of year, yet we are already saving in the region of £1,200 per month. So as call volumes increase, our savings will increase also, and will almost double in fact."

Obsidian's strength was that they showed us how the technology could be used to achieve both practical and commercial benefits. They gave us confidence in the use and management of the solution, through their knowledge of the technology. We've been very pleased with the initial partnering and we are already seeing a number of areas where Obsidian can assist us in driving down cost and improving efficiency even further."

The future

With the Landline to Mobile Cost Saving solution in place, Paul is now talking to Obsidian about implementing a Private Mobile Network for the business. This solution uses a Private Mobile Exchange (PMX) which sits within the company's premises and identifies any calls made from mobiles which are actually on site, to external landlines. These calls are then captured and routed more cost effectively via the fixed line network.

The PMX solution enables the free transfer of incoming landline calls to on-site mobiles, as well as providing free calls between on-site mobiles and between on-site mobiles and desk phones. It can also be used as a DECT or pager replacement should this be required. Paul concludes:

"Once we were saving money on landline to mobile calls, it made sense to start looking at how we could do this the other way round – for 'mobile to landline' calls. The Obsidian Private Mobile Network solution will enable us to achieve just that, and we're looking forward to exploring this and other options with them in the future."

Obsidian's staff have an extremely good working knowledge of the GSM Gateway system. We were impressed with the seamless way in which it was implemented - there was no interruption to operation at all and it's invisible to our users, with no noticeable reduction in call connection speed at all. As a result, we've not had any staff concerns or change management issues to deal with. We have been delighted with the Obsidian solution and, without hesitation, I'd say that any firm with any volume of landline to mobile calls must look at this."

**If you would like to find out more,
or to arrange a free site survey,
please call 0203 023 7999,
email info@obsidiantelecoms.com
or visit www.obsidiantelecoms.com**