

Obsidian's Landline to Mobile Cost Saving solution 'does what it says on the tin' for Neopost

“

You can really see the savings we're making and notice the difference in our phone bills. We've been using the service for a few years now and it really does do what it is designed to do - cuts mobile call costs.

**Keir Bancroft – Technical Services Manager
Neopost**

”

Neopost supplies franking machines and a wide range of other post room machinery to more than 90 countries, and has over 5,500 employees and 800,000 customers globally. As the No. 1 supplier of mailroom solutions in Europe, this award-winning company has experienced increasing growth and rising margins year on year, especially in the UK. Here, its growth over the last five years has been especially impressive with UK revenues of £102 million, more than double that of 1999.

The challenge

But of course, increased growth leads to increased cost - and with profit always top of the agenda for senior management, any opportunity to cut costs without affecting a company's ability to perform effectively must be considered. Keir Bancroft, Technical Services Manager for the company, explains further:

"We were aware of landline to mobile cost saving technology but had only really tried premicel technology in the past, which

Key features

- ▣ Predicted savings of £41,000 over two years after recent renewal
- ▣ Call charges dropped from 13p per minute to 3.5p per minute within a year
- ▣ Fully-managed solution with no initial outlay
- ▣ Manages over 250,000 minutes a year
- ▣ Future plans to route calls from seven remote sites via the Gateway

proved to be very unreliable! So when Obsidian got in touch and talked to us about GSM Gateways it was good to know that there was a more viable alternative."

Part of the sales process involved an analysis of Neopost's current bills and it was identified that 32,900 landline to mobile minutes needed to be managed as part of the solution – giving a projected saving over the initial 12 month contract of £27,400. This would be achieved by reducing the pence per minute being paid from 13p to just 6.06p, a saving of more than 50%.

The solution

In September 2007 Obsidian installed the GSM Gateway at Neopost's head office in Romford, which houses over 300 staff and also includes a 100-agent call centre. The company has eight offices in total but the other seven sales and service sites are much smaller and have separate telephone systems, so it was not possible to include them in the solution at that time. With the Gateway in place at head office, all of the company's expensive 'landline to mobile' calls are now turned into far cheaper 'mobile to mobile' calls, saving significant amounts of money as Keir continues:

"It took us a while to understand our traffic profiles and to determine exactly the right amount of minutes that we needed, which turned out to be less than we had originally thought. But Obsidian helped us with this process and after the first 12 months we adjusted the number of SIMs and minutes to suit our requirements - and then renewed the contract for a further two years.

At the time of the renewal Obsidian was also able to drop our rate even further, from 6.06p per minute to just 3.5p per minute! And they give us a report every month so we can see exactly how much we're saving."

With this new revised contract in place from September 2008, and after an increase in June 2009, the solution now supports 21,600 landline to mobile minutes per month and is showing a projected saving of £41,000 over the term of the contract. All landline to mobile calls made by the head office staff are now routed via the Gateway, including any calls to mobiles which are made from the call centre via Neopost's outbound automated dialler.

The future

Part of the company's future ICT plans include the possible implementation of a VoIP solution across all eight sites. Once this is in place, all calls will be routed via the main PBX at head office and the company will be able to benefit from even greater savings, as every landline to mobile call which staff make, wherever they are located, will go through the Gateway. But for now, even with just the head office site included in the solution, the savings are significant - as Keir concludes:

"You can really see the savings we're making and notice the difference in our phone bills. We've been using the service for a few years now and it really does do what it is designed to do - cuts mobile call costs. There was no up front cost to us, it's fully managed and I would definitely recommend the Obsidian solution to anyone."

**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**