

## **Case Study: Asking the right questions of your Wireless Carrier sometimes is not enough**

If you are one of the top 25 construction companies in the United States you would expect to have a lot of pull with your wireless services provider.

With over 1200 phones in service and a national footprint, this company had an executive manager keeping an eye on their wireless program and asking the right questions. They consistently got the best price available for what they requested every time the company needed to add phones and had an experienced individual in their business who combed the invoice each month looking for and finding billing errors. They also got a quick call back from their carrier account manager when they had questions or issues. They felt sure they were doing all the right things to keep their wireless costs competitive

Because of that confidence, it is very likely that The Bill Police would never have been given an opportunity to review the company's wireless cost if not for the recommendation of a mutual friend. That friend suggested to the exec that it couldn't hurt to let The Bill Police do their no obligation review of one month's invoice. The one issue that the customer acknowledged was that since they regularly found errors, they were pretty sure there were more but identifying errors was very difficult and time consuming.

Because of the personal recommendation, a face to face meeting was scheduled during which The Bill Police described what they do for a prospective customer;

- Understand any specific concerns or issues the customer has.
- Perform a thorough analysis of a recent and representative month's wireless bill(s), with the customer's input in mind.
- Advise the customer of the savings available.

The Bill Police used their proprietary software and experienced wireless analysts to review the bill and did find additional errors where credit was due. More importantly they found opportunities to change the structure of the overall program with the carrier. As a result of the review, a savings opportunity of \$8000 per month (net of The Bill Police cost) was presented to the customer.

Even with the recommendation of a mutual friend, the customer was skeptical. They are clearly a well managed business and among the best in the world at delivering on their core competency. At the same time it was difficult to believe that savings this substantial was available and they did not want to just walk away from a savings opportunity.

When they spoke again, The Bill Police presented their primary monthly audit programs:

Super Service: Includes a reconfigured monthly invoice that is easy to understand, identification and resolution of errors of all kinds, an updated cost trend analysis for a rolling 12 months, and a proposal of changes to rate plans and programs as appropriate aimed at optimizing wireless cost. All for \$7.00 per phone per month.

Support Service: Same as above, but the customer manages resolution of billing errors with the carrier. All for \$5.00 per phone per month.

While either program made sense compared to the savings, this customer wanted a “sure thing” to sell internally in order to justify engaging with The Bill Police, so a shared savings plan was introduced and the audit responsibility was turned over.

Six months later, the customer was ecstatic with the results.

- After gaining a couple months’ experience with the customer’s needs, The Bill Police found that \$8000 was the proverbial tip of the iceberg. They were able to reduce the customer’s wireless cost by more than \$100,000.00 in the first six months.
- Because the customer chose the shared savings program, they actually paid The Bill Police a bit more than they would have under either the \$5 or \$7 plans, but still significantly reduced their wireless expense.
- The customer realized soft savings equal to about 4% of cost in addition to the hard savings as time was freed up for their people to focus on issues more closely related to their core business.

While their carrier did value their business and was reactive to issues, the carrier did not have the time available to ensure that their customers’ wireless cost were *optimized*.

In fact, most wireless providers today pay their people based on one or two things:

- Signing new subscribers (a few still include this in their program) and/or
- Total revenue from their customer base (this is how most pay today)

This last point was the biggest surprise of all. It is often not in the best interests of the carrier sales person to proactively find ways to save their customers money! Most do not have the time to proactively help customers who are not calling about a specific problem.

By the way, that does not mean the carriers are bad guys. *Most* companies, including wireless providers, want to maximize their return from every customer. Our job at The Bill Police is to protect your interests and make sure that you get the optimum value for every dollar you spend on wireless.

Many companies today ask an expert to manage their payroll or their freight bills. The scope of payroll continues to expand and the rules change frequently. Freight rates can vary significantly from one tariff to the next and mixed shipments in particular can often be overcharged. It takes an expert to find the real saving opportunities.

The same is true with wireless expense. New wireless programs are introduced monthly by most carriers. There are errors in the bill monthly, “free” periods for some add-on’s expire at odd times during the agreement period resulting in an invoice surprise. Further, the technology evolved out of analog and into digital a few years ago, and now will go from 2G to 3G in the next 1 to 2 years, while data downloads and other wireless applications continue to grow, adding more demand to your wireless need

Unfortunately, you cannot count on your wireless carrier to tell you whether you are getting the best deal for the way you use wireless in your business.

Fortunately, you can count on two things with The Bill Police:

- Thanks to our free analysis, you will know whether we can save you money before you spend a nickel.
- With The Bill Police protecting your wireless rights, you never need to worry about your wireless cost again.