

7

Deadly Sins

To Be Avoided When
Buying Telecoms

Don't get burnt





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Sloth – Take Time to Check the Contract

Before you sign any Telecoms contract check the length, a number of less than scrupulous firms have conditions that say contracts are deemed to be 60 months. Telecom costs in particular for calls tend to reduce over time – so locking yourself in long term may well cost you more in the long term. Also check the cost of cancellation, some companies will charge you the full balance of rentals and expected call volumes, whereas others will just charge a percentage of the rentals. One recent client was threatened with three and half years of charges if they tried to cancel their existing contract, this prohibited them from saving money. Finally problems sometimes occur so make sure you understand what the target response and fix times are.

Greed – Cheap Headline Tariffs Do not Always save you money

Many call tariffs look very attractive when advertised. However, often behind the cheap tariff lurks hidden dangers. Always ask if calls charges are per second or per minute, is there a set up charge for each call and are prices rounded up. True per second billing can reduce call costs by up to a third. Also check on the cost of calls to 0844, 0845 and 0870 numbers and international if you make that type of call.

Gluttony – Capped calls and Bundled Call Minutes

Capped call prices and free minutes appear to be a great deal. For residential customers where average call durations are longer this may be true, but the average business call in the UK is about 2 minutes. At this level because many such deals have a high minimum charge it is likely to cost you more than conventional call charges. It is therefore essential to undertake a detailed analysis of your invoice to see on which calls it will actually be a benefit. In the past year we have only found one customer that it was of benefit. Similarly bundles where for a flat monthly fee you get unlimited local and national calls, this is fine if you have high call volumes, but for many businesses it again can cost more.



Wrath – Can your Customers Reach You

All businesses want their customers to be able to contact them easily, but how many achieve it. Do you know how many customers abandon their calls because of long answer times? Do they call you regularly from their mobiles, if so using 0800, 0844 and 0845 numbers can deter them from making that call as they are expensive to make from a mobile phone. Do you use press 1, press 2 to route calls, some customers will abandon the call when they hear that. Do you know if your web site is generating enquiries for you? How can your customers get in touch if you cannot reach your office or shop due to bad weather or transport problems. Using the right numbers and solution can solve all these problems, because if you don't your customers will be calling your competitors.

Pride – Review Regularly and Be Willing to Admit I could have got a better deal

Most business owners like to think they are good negotiators and think that they are on a good deal because it was a bit cheaper than the last one. However, the cost of telecoms have dropped dramatically in recent years and like mortgages there are always special deals available.

Also as an unfortunate consequence of the recession is that a number of companies have reduced their workforces. How many have remembered to check to see if they can reduce the number of connections to their premise as there are fewer calls being made. A recent survey showed 1 in 7 companies had more connectivity than they needed.

Lust – Signing Long term leases to get new technology and smart features

Many companies want to get all the latest features and think that the only way to avoid a high upfront cost by signing a long lease so they can afford it. However, telecoms technology changes about every 15 months, so signing a lease for five or more years could mean committing to regular expensive upgrade or consigning your organisation to working with obsolete technology. Also how many companies can accurately predict what size they will be in two years time let alone seven. They could be stuck paying for something that is far bigger than they need. Hosted solutions can give more flexibility without the long term commitment.

Envy – Buying features that you don't needed

It is often tempting when you hear a friend telling you about the deal they got or the new feature that enables them to work from home for instance and it is tempting to think I must have that. However, many businesses do not stop to think is there an even better way of using telecoms to improve my business that could enable me to leapfrog their competitor or find one more applicable to their business. Make sure all the options are evaluated before making a decision and remember it is unlikely that one supplier has all the options.



Take our **FREE** telecoms review - Call us NOW!

020 8912 0840

There is no cost, nothing to lose, significant savings to be gained and the worst that can happen is you will have the peace of mind you are not paying too much.

These local companies have all benefited...

“We asked Equinox to review our Telecoms costs and they managed to identify savings of over 50%. The transfer was pain free and seamless, plus the additional information has helped our practice management.”

Collie Moran, Owner – Putney Hill Dental Practice

“We’ve recently opened an additional shop. Equinox listened to our needs and honestly advised on the most cost effective options. The service was excellent and hassle free.”

Phil Thorne, Director – 1st Creative, Putney

“When setting up our business, Equinox gave us great independent advice. The solution they recommended has grown with us as we have expanded and helps us work flexibly and productively.”

Vikas Sharma, Principle – Executive Box Wealth Management, Fulham

For further information on how we can help you please get in touch:

TEL **+44 (0) 20 8912 0840** FAX **+44 (0) 87 0868 4388**

EMAIL **info@equinoxcomms.co.uk** WEB **www.equinoxcomms.co.uk**