



Can telecoms really help you cut your costs?

Investigating the effectiveness of your telecoms might not seem like a very exciting prospect. Nor is it something you would expect to reveal business changing benefits. Phone lines, mobiles, data connections and telephone systems are purely functional and often noticed only when lines fail. But ignore their potential and you could be turning a blind eye to a whole series of benefits including improved service, increased efficiency and reductions in operating costs. All you need do is to look in the right places.

Know your lines

This is particularly important for businesses with more than one site location, especially multi-site retail operators. Often there are several lines into a site where only one or two may be adequate.

Take control

Telephone bills can run to many pages and when it is across different suppliers, products and sites, this can be an administrative nightmare. It often means that you may never see the full picture. Call management software and centralised online billing can help you to keep on top of costs.

One-size-fits-all does not work

The system that works for you has to be tailor made. There are no off the peg solutions that fit everybody. The most important thing is to decide what you want to do. Ask yourself the following questions;

- ✓ What are the goals and aspirations of my business?
- ✓ What do I want to be able to do in the future that I can not do today?
- ✓ How do I want my business to operate?
- ✓ What types of systems and processes do I want to utilise in the future?

The answers may give an insight into what type of telecommunications you may need for today and the future. You may want to link sites quickly and efficiently. You may want to find a mobile solution to drive your sales. You may want to prioritise inbound calls. You may want to locate people quickly. **Or you may simply want to keep your existing system but get more from it.**

Cost effective upgrades

You might need to invest in new solutions to get the results that you want but this need not be difficult or expensive. There are many ways to achieve results without ripping out your existing infrastructure and starting again. Many new IP systems are designed to integrate with legacy systems. Data bandwidth can be upgraded. Mobile data can be added to your existing mobile package. You can take a phased approach. You can lease. **In these challenging times it is imperative to drive costs down – but this should not be at the expense of effective communication with your customers.**

Can't afford it?

Businesses are faced with 3 choices when buying equipment. Do you pay using your own cash, with a loan or should you lease? By paying cash upfront you need to decide that the purchase is essential. Could the cash be used for something else? Loans are hard to get. They require meetings with the bank, are usually for large expenditures and the administration can be complex.

Leasing benefits business by giving you the products and equipment you need at an affordable fixed monthly cost. Leasing allows a business to quickly obtain the equipment it needs with minimum administration and impact on cash budgets.

The key benefits of leasing are many and include no large upfront costs, cash flow, tax advantages, budget management, preserving credit lines, technology upgrades and flexible payment levels.

Leasing ultimately enables you to equip your business today at an affordable fixed monthly cost leaving working capital free to develop your business tomorrow.

If you would like a FREE assessment of your telecoms then please contact us for a no cost, no obligation report which will suggest ways to reduce costs or improve efficiency.

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