

Clarity makes things clear for The Pier

Established in 1989, The Pier have numerous outlets in the UK, with plans for further expansion. The innovative high-street retailer offers a cornucopia of exotic and unique furniture and furnishings from around the world, and their aim is simple: to bring the colour and romance of unusual handicrafts to homes across the UK.



Overview

The challenge

- Reduce telecoms costs
- Manage telephone line usage
- Identify and prevent unauthorised calls
- Less administration

The solution

- Clarity for reporting and audits
- Transfer all voice and line rental services to Alternative Networks

Results

- £20,000 reduction in costs
- Simpler telecoms management
- Decrease in unauthorised calls

The challenge

With around 50 outlets and 400 landlines, managing telecoms expenditure should be a labour intensive task for The Pier's telecoms administrator, Peter Constable. Standard disc bills are time-consuming to decipher, and usage patterns and anomalies can only be detected after manipulating and analysing data.

With so many stores, and an extensive IT network to manage, time is precious. It is therefore crucial that Peter works with a supplier that can make telecoms management and reporting a straightforward and painless process.

The solution

Keeping track of call-spend and lines is now simple for The Pier, as Alternative Networks manages their outbound traffic and line rental. As well as providing a proactive Client Manager and dedicated support team, The Pier now has access to Clarity™: Alternative Networks' unique web-based management reporting and online billing tool. Clarity has equipped the business with all the information that they need to control costs, prevent fraud, and save valuable time.

Consolidation

Using just one user-friendly web-based tool, Peter and his colleagues can view all of their usage and services with Alternative Networks, use the billing data to pinpoint any abnormal calling patterns, and use the system to keep track of their telecoms infrastructure.

Bill summary and fleet reports

Clarity presents information in a clear and logical format and generates a wide range of reports at the click of a button. As a result, The Pier have since reaped huge financial benefits, as the tool has assisted in an ongoing program of line rationalisation that has allowed the business to identify and cancel around 100 lines with zero billing.

Peter was able to conduct a targeted line audit using Clarity's 'bill summary' to identify lines that were not raising charges. He then cross-referenced the numbers against a 'fleet report', which helped him to identify the type of line, the services relating to it, and importantly, the site location.

Monthly user-reports

It is critical that The Pier controls costs by identifying and preventing staff from making excessive personal phone calls, out-of-hours calls, and calls to international destinations. Clarity facilitates the business' ability to produce reports highlighting inappropriate usage, by listing calls' duration, destinations, and those that are made after six in the evening.

Results

Alternative Networks furnishes The Pier with all the information and support that the business requires to successfully manage their growing telecoms requirements and keep costs to a minimum. The business can now independently control their telecoms expenditure and ensure that they are employing lines effectively.

Cost savings through reduction in overheads

By enabling Peter to conduct a full line audit within stores, Clarity has significantly reduced overheads. The Pier used the tool to identify over 100 lines, which they subsequently cancelled: saving £20,000 a year.

"I'm delighted that Clarity has helped save the business £20,000 a year in unnecessary line rental charges. Its reports have helped us to check that what we have in place is really needed," commented Peter.

Cost savings through prevention of un-authorized usage

Clarity usage reports, and employees' awareness that calls are monitored, is keeping the number of illicit calls to a minimum. Peter elaborated, *"We don't place draconian restrictions on our associates' use of the phones, so Clarity helps us ensure that our trust in our people isn't being abused."*

Reduced administration time

Unlike more conventional billing formats, Clarity allows The Pier to create reports at the click of a button. Considerable administration time is saved each month, as information is made available at the click of a button. Peter explained, *"With Clarity being web-based, we no longer have to load a disc and trawl through data. The tool is user-friendly and logical, and with a few taps, you arrive at the information you need."*

Dedicated account management

The Pier can rely on the support of a dedicated Client Manager, who attends regular review meetings and ensures that Alternative Networks meets the client's requirements. Attentive Client Management, coupled with the accessibility of Clarity, furnish Peter with everything he needs to keep telecoms simple, *"I don't want telecoms to cause me any hassle, and Alternative Networks' responsive Client Management and their great reporting tool make this element of my remit much easier."*