

## Clarity is key to healthy telecoms management

Simplyhealth provides a range of healthcare products and services including: mobile health screening, occupational health advice, private medical insurance, and health cash plans. The group, whose aim is to support and add to the National Health Service, currently employs 12,000 people and is expanding rapidly.



### Overview

#### The challenge

- Monitor telephony costs and remain within budget
- Identify and prevent unauthorised calls
- Report on telecoms spend per office

#### The solution

- Clarity - Alternative Networks' web-based management reporting and online billing tool
- Billing and usage reports
- Landline and non-geographic number management reports
- Unbilled call reports
- Cost and usage limits
- Automatic alerts

#### Results

- Decrease in unauthorised calls
- Reduced voice costs
- Improved telecoms management
- Enhanced decision making
- Flexible and comprehensive monthly management reports

### The challenge

Telecommunications Specialist Kevan McCaughan is responsible for managing Simplyhealth's growing telecoms infrastructure and ensuring spend remains within budget. This includes:

- **Provision of business intelligence** - Issuing managers with reports profiling telecoms usage and spend.
- **Investigation of unusual usage** - Accurately tracking call spend to identify any cost or usage anomalies.
- **Preventing telephone abuse** - Identifying and preventing phone misuse.
- **Cost allocation** - Reporting telecoms spend per office.

### The solution

For most businesses, monitoring and protecting the bottom line in this way would be arduous and time-consuming. However, Simplyhealth use **Clarity, Alternative Networks' unique web-based management reporting and online billing tool**. Clarity has empowered Kevan, saving time and revenue through the following features:

#### Detailed reports

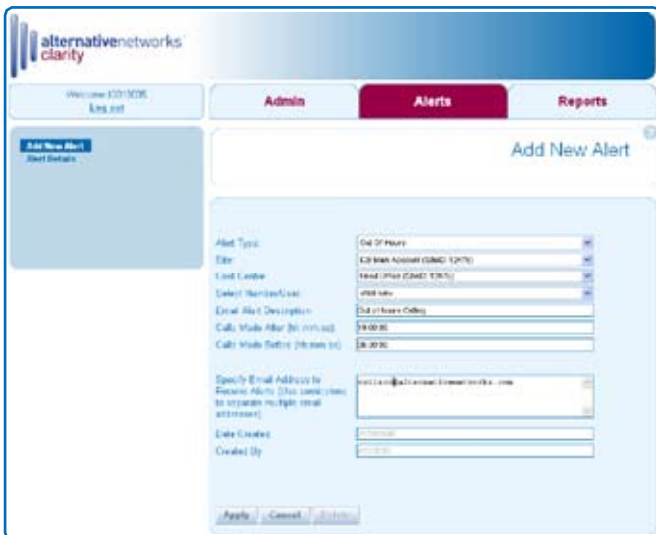
Clarity presents Simplyhealth with in depth information about their landline and non-geographic numbers. If there is an increase in costs, Kevan can drill down into the detail, or use reports that show top level costs and call types, along with the longest, most expensive and 'out of hours' calls.

## Consolidation

Using just one tool, Kevan can see details of all his Alternative Networks' services; across all office sites. Kevan explained, "Clarity offers refined information, and I love the fact that each bill contains separate invoices for each office. This really helps me keep on top of costs for the group."

## Alerts

Clarity revealed contractors making non-business calls that were costing the business significant monthly revenue. Kevan responded by setting up alerts for 'out of hours' calls, or calls to barred or international destinations. If any of these parameters are breached, Kevan immediately receives an email.



## Flexible reporting

Kevan exports Clarity data straight into Excel: where he can manipulate the data to meet his individual reporting needs. He also described how Clarity gives him the ability to really analyse costs, "If there is variance in the bottom line I can look at the online reports. I can use this data to make searches and do spot checks. I now rarely look at the paper bill."

## The result

Clarity enables Simplyhealth to manage their landline and non-geographic numbers effectively. They can now keep a tight reign on telecoms expenditure, and effectively manage the business' telecoms infrastructure.

## Cost savings through preventing unauthorised usage

Clarity reports and alerts have enabled Simplyhealth to tackle inappropriate phone usage by highlighting the most expensive calls, and calls made 'out of hours' or to premium rate numbers. Kevan explained, "We were losing considerable monthly revenue because of contractors calling friends and relatives overseas. Clarity highlighted this, and when I applied alerts I was able to identify these calls as they happened."

Kevan discovered who was involved, and was then able to remind them of company policy. As a result, telephone abuse has ceased, and costs have fallen.

## Simplified telecoms management

Because Kevan uses Clarity across multiple Alternative Networks services, he benefits by having the same level of control over all his calls. He also has just one online interface and a consistent range of reports.

## Improved decision making

Clarity has highlighted that a high percentage of call costs come from office to mobile calls: insight which will help Simplyhealth make informed cost saving choices in future.

## Flexibility

Clarity gives clients like Kevan the business intelligence required for both day-to-day tactical management, and ongoing strategic business decisions. It gives the user the right information at the touch of a button; precisely when they need it.

## The future

Clarity's features and functionality continue to evolve, and new developments are always in progress: many of which stem from client feedback. Kevan and other users are now benefiting from even greater control and flexibility, including: advanced reporting, increased client interactivity, BlackBerry accessibility and improved structure and navigation.