

AUSSIE PHONE BROKERS

LANDLINES REPORT
for
4 LINES, SPENDING AROUND \$800 p.m.

Report Upload Date: *21st March 2010*

ANALYSIS & FINDINGS

- FOR LANDLINE ACCOUNT

Introduction

Aussie Phone Brokers analysed usage on *Company X*'s two active services. These services are currently billing with Telstra. Two months of bill data was used for the analysis.

Targeted savings are 25% and above (equivalent to three free months per annum).

Analysis

Plans from all the four largest Telco's and six of the niche providers were examined. Providers were fully compared; first by price and then by expected service standards.

Savings are tabulated on the following page.

Recommendations

Primary Recommendation – People Telecom

This solution will provide a strong combination of pricing and customer service for *Company X*.

- ☎ **Savings are 49%**; adding to \$9600 over the next 24 months.
- ☎ **Unlimited Calls** are included in this plan.
- ☎ The contract term is 24 months.
- ☎ People Telecom is the fifth largest provider in Australia.
- ☎ This option may be preferred if a 'big Telco' option is sought.
- ☎ Intra-account calling is free between 7am-7pm for all services on the same account. Therefore this offer may be the preferred option if the mobile fleet joins the landline account.
- ☎ [Mobile offers are very strong from People Telecom. Contact us to discuss.]
- ☎ [Internet offers are strong from People Telecom. Contact us to discuss.]

Secondary Recommendation – Trinity Telecom

This rebill solution should provide the best combination of service and pricing for *Company X*.

- ☎ Savings were only 39%; adding to \$7600 over 24 months.
- ☎ The contract term is 24 months.
- ☎ Trinity Telecom is a small Telco, with a heavy focus on customer service and support.
- ☎ Trinity Telecom is a popular choice for micro businesses, but may not be the right choice in this case due to the heavy usage.
- ☎ [Mobile offers from Trinity are weak.]
- ☎ [Internet offers from Trinity are strong.]

Incumbent Provider





The current provider was shown to be outperformed on both pricing and customer service, and therefore is not a recommendation here.



Table of Results

Best-in-Market Plans - Landlines (2 Months)				PSTN	
	Minutes	Calls	Telstra	People Max.4	Trinity Tradit.
Local	1126.9	489	68.46	0.00	69.93
STD	1398.9	607	245.87	0.00	112.56
to Mobile	2065.3	1651	922.80	0.00	424.79
Internat.		4	8.67	5.64	5.64
13 Calls		238	71.40	78.54	70.69
Other		23	18.94	18.94	18.94
Line Rent			294.36	722.60	292.60
Other Charges			0.00		
TOTAL	(2 months)		\$1,631	\$826	\$995
Savings %				49.4%	39.0%
Savings	(over 24m)			\$9,657	\$7,624

Table Notes:

-  The People Telecom offer uses unlimited calls to local, STD and mobiles.
-  The Trinity offer uses per second billing blocks, with no minimum call cost or flagfalls (flagfall = connection charge): an entirely straight-forward plan.
-  The Trinity offer is our own special-pricing plan from Trinity; which is superior to Trinity's standard offers and is only available through Aussie Phone Brokers.
-  Where possible we always get our clients a better-than-publicly-available offer; as demonstrated here.

	Telstra (current)	People Telecom (proposed)	Trinity Telecom (proposed)
to Local	14.0c per call	Unlimited	14.3c per call
to STD	12.0c per minute, with 12c minimum	Unlimited	9.9c per minute, with 77c max up to 30 minutes
to Mobiles	25.4c per minute, with 33.0c minimum (Telstra) or 33.0c per minute, with 33.0c min. (non-Telstra)	Unlimited	24.2c per minute, with 88c max up to 10 minutes
Line Rental	\$34.95 per line	\$74.95 per line, plus \$55 for the first line	\$34.95 per line

The People Telecom offer requires no physical changes and will save around \$9600 over 24 months. Unlimited calls are included in this plan. Download the Application forms below for full information..

About the Offer from People Telecom

- No physical connections will change.
- The contract is a 24-month term.
- The contract includes unlimited calls to Local, STD and Mobiles.
- People has strong Internet offers.
- People Telecom has very strong Mobile offers, on the Optus network.
- PT extend their strong pricing with free calls between any services on the same account 7am-7pm. This feature may promote People Telecom to the primary recommendation if the Mobile Fleet can join the account.
- People is a reputable provider, with good customer service.
- People Telecom is part of M2 Telecom; which is Australia's largest network independent Telco. People can offer Landline traffic through Telstra or Optus, Mobiles from Optus, Telstra or Vodafone/3, and Internet through Telstra or their own data network.
- Aussie Phone Brokers regard People Telecom as a very stable and strong partner for SMB telecommunications needs.

About the offer from Trinity Telecom

- Trinity is a 'boutique' provider.
- No physical connections will change. There will be no downtime.
- The contract term is 24 months.
- Trinity has strong Internet offers.
- Trinity has a very high level of customer service focus; which is why Aussie Phone Brokers feels comfortable recommending them.

How to Choose

The People Telecom offer is clearly the better offer.


In addition, the possible introduction of mobiles onto the account at a later date will create free calls from all mobiles back to the office lines.

Please note that there may be a possibility to move to VoIP and create similar savings – but this option should only be entertained if a new PBX is required.

The final decision always rests with the client, and Aussie will implement whichever offer is chosen.

The next step

If one of our recommendations meets with your approval, please download the authority forms here:

-  [People Telecom application forms](#)
-  [Trinity Telecom application forms](#)

As with all aspects of our service, the intention is to make any changeover as simple as possible. Please fax the completed forms to **1300 552 142**.

Upon receipt of the above forms, Aussie will send a confirmation email to our client and begin immediate processing of the services.

