

AUSSIE PHONE BROKERS

LANDLINES REPORT
for
8 LINES, SPENDING AROUND \$650 p.m.

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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 16.6% and above (equivalent to two free months per year).

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 – Trinity Telecom

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

- ☎ **Savings are 34%**; adding to \$2800 over the next 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 very popular choice for small business.
- ☎ [Mobile offers from Trinity are weak.]
- ☎ [Internet offers from Trinity are strong.]

Secondary Recommendation – People Telecom

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

- ☎ **Savings are 25%**; adding to \$2100 over the next 24 months.
- ☎ 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.]
- ☎ [Internet offers are strong from People Telecom.]

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 Edge	Trinity Tradit.
Local	667.8	289	34.97	37.57	41.33
STD	958.9	415	156.64	105.66	77.43
to Mobile	1137.3	951	445.67	295.98	237.16
Internat.		7	5.23	3.40	3.40
13 Calls		80	24.00	26.40	23.76
Other		9	9.88	9.88	9.88
Line Rent			603.48	654.20	598.20
Other Charges			0.00		
TOTAL	(2 months)		\$1,280	\$1,133	\$991
Savings %				11.5%	22.6%
Savings	(over 24m)			\$1,761	\$3,465

Table Notes:

-  Both recommended offers use per second billing blocks, with no minimum call cost or flagfalls (flagfall = connection charge). These are straight-forward plans.
-  The People Telecom offer usually carries a flagfall, but Aussie has permission to waive this in all cases.
-  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.

	Telstra (current)	People Telecom (proposed)	Trinity Telecom (proposed)
to Local	12.1c per call	13.0c per call	14.3c per call
to STD	9.9c per minute, with 9.9c minimum	11.0c per minute	9.9c per minute, with 77c max up to 30 minutes
to Mobiles	24.2c per minute, with 16.5c flagfall (Telstra) or 28.7c per minute, with 16.5c flagfall (non-Telstra)	26.0c per minute	24.2c per minute, with 88c max up to 10 minutes
Line Rental	\$34.95 per line	\$38.45 per line	\$34.95 per line

The Trinity Telecom offer requires no physical changes and will save around \$3400 over 24 months.

For full rates and details, please download the application forms below.

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.

About the Offer from People Telecom

- No physical connections will change.
- The contract is a 24-month term.
- 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.

How to Choose

If there are Mobiles (and those mobiles can use the Optus network for coverage) then the People Telecom offer might be 'promoted' above the Trinity Telecom offer – however that is unlikely.
If not, then Trinity is certainly the best offer.

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 contract and authority forms here:

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

