

# AUSSIE PHONE BROKERS

## LANDLINES REPORT for COMPANY X

(4 LINES, SPENDING AROUND \$700 p.m.)

**Report Upload Date:** *17<sup>th</sup> November 2008*

**Aussie Phone Brokers Pty Ltd**

537 Malvern Rd  
Toorak, 3142

PO Box 1124  
Hawksburn LPO, 3142

**1300 733 565**

Fax 1300 552 142

[www.aussiephonebrokers.com.au](http://www.aussiephonebrokers.com.au)

# ANALYSIS & FINDINGS

- FOR LANDLINE ACCOUNT

## Introduction

Aussie Phone Brokers analysed usage on *Company X*'s four active services. These services are currently billing with [*Current Provider*]. 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.

Direct Connect is unavailable from all providers due to the number of lines in use. The remaining offers compared are the 'traditional' Rebill offers. (These terms are defined on the following pages.)

**Recommendations** [Note: The savings shown are greater than usual due to some particularly poor pricing from the current provider. Around 25% savings would be 'normal']

### Primary Recommendation – Bell Networks

This rebill solution should provide the best combination of service and pricing for *Company X*. This solution showed calculated **savings of 35%** from the total current bills and also has these features:

- ☎ The contract term is 24 months. [With Aussie's no-question, no-cost release guarantee.]
- ☎ Bell's customer service is excellent, with all customers being attended to in person and without any IVR answer/redirect system in use.
- ☎ Aussie uses Bell for our 1300 inbound services.

### Secondary Recommendation – Primus Telecom

This rebill solution will also provide the best-in-market pricing for the *Company X*, with strong service also. This solution showed calculated savings of over **41%** from the total current bills and also has these features:

- ☎ The contract term is 24 months. [With Aussie's no-question, no-cost release guarantee.]
- ☎ Primus Telecom is the fourth largest Telco in Australia.
- ☎ Primus is considered by industry peers to have the best service of any of the large Telco's.
- ☎ Aussie uses Primus for our outbound services.

### Incumbent Provider

The current provider was shown to be outperformed on both pricing and expected service standards; therefore [*Current Provider*] is not a recommended solution.



## Table of Results

2 Months, 164 Plans & 4 Services

### Company X - Landlines

Provider	Plan	2 Month Totals	% Saving
Current	Current	<b>\$1,402.00</b>	
<b>Primus Telecom</b>	<b>RB.CAP.A.2</b>	<b>\$816.83</b>	<b>41.7%</b>
Primus Telecom	RB.CAP.B.2	\$837.90	40.2%
<i>AAPT</i>	<i>RB.C.Avt.3</i>	\$877.36	37.4%
<i>AAPT</i>	RB.C.Avt.2	\$896.74	36.0%
<i>Soul Australia</i>	RB.SV1.2	\$898.63	35.9%
<i>People Telecom</i>	RB.LTA/Bund.2	\$899.67	35.8%
<b>Bell Networks</b>	<b>Corp.B.RB.SP.2</b>	<b>\$901.46</b>	<b>35.7%</b>
Primus Telecom	RB.CORP1.2	\$910.09	35.1%
<i>TPComms</i>	RB.TPC.SP.2	\$914.18	34.8%
<i>AAPT</i>	RB.C.Avt.0	\$916.26	34.6%
Optus	<i>RB.SB.F2M.3</i>	\$944.72	32.6%
Primus Telecom	RB.CORP1.0	\$957.62	31.7%
Optus	RB.SB.F2M.2	\$969.55	30.8%
<i>Arrow</i>	RB.AB.LiP.2	\$972.63	30.6%
<i>TPComms</i>	RB.TPC.B.1	\$986.54	29.6%
Bell Networks	Corp.A.RB.2	\$1,006.82	28.2%
Optus	RB.SB.F2M.1	\$1,020.15	27.2%
<i>Arrow</i>	RB.AB.MoP.1	\$1,030.05	26.5%
Southern Cross	RB.F2M.0	\$1,049.53	25.1%
<i>People Telecom</i>	RB.AH1.1	\$1,055.69	24.7%
Primus Telecom	RB.COR.A.1	\$1,056.92	24.6%
Optus	RB.SB.0	\$1,070.87	23.6%
Telstra	RB.010to25.2	\$1,151.03	17.9%
Telstra	RB.TBPV.F2TM.2	\$1,160.61	17.2%
Southern Cross	RB.BN.0	\$1,206.37	14.0%
Telstra	RB.BLC.0	<i>\$1,471.34</i>	<i>-4.9%</i>

#### Table Notes:

- ☎ Plans are shown [usually] in two sections: Direct Connect (DC) offers and 'traditional' Rebill (RB) offers. (Only rebill offers are available for this client.)
- ☎ Contract durations are indicated by the number at the end of each Plan Code. (1 = 12 months, 2 = 24 months, etc.)
- ☎ As a rule, plans with contract terms of 3 or more years are not recommended by Aussie.
- ☎ .SP denotes special pricing.
- ☎ The recommended solutions are denoted by **bold** text and are boxed.
- ☎ Rejected plans are denoted with **dark-red** text in the appropriate column, and then greyed-out. The two providers with the lowest service standards are always rejected as a matter of course.



## Direct Connection Description

A dedicated connection is made between the local exchange and the site. This will 'directly connect' that site to the selected carrier's network and allow cheaper Local, STD, Calls to Mobiles and IDD calling. Usually a faster, cleaner and cheaper internet connection is also available. Servicing will be transferred to the selected carrier, meaning that levels of Service Standards should also increase.

In terms of Service Standards, for Direct Connect solutions, Aussie Phone Brokers ranks the above providers in the following order (highest to lowest):

1. Bell Networks
2. Primus Telecom
3. Optus
4. AAPT [*not recommended at this time*]

## Rebill Description

All physical connections remain unaltered and the lines are Rebilled from Telstra. The transfer of service will be seamless and will go unnoticed by the telephone end users. The bills and service will come from the selected provider.

In terms of Service Standards, for Rebill solutions, Aussie Phone Brokers ranks the above providers in the following order (highest to lowest):

1. Bell Networks
2. Primus Telecom
3. AAPT [*not recommended at this time*]
4. Southern Cross
5. Optus
6. TP Comms [*not recommended at this time*]
7. Soul Australia
8. Telstra
9. Low-Service Co.2
10. Low-Service Co.1



## Primary Recommendation Discussion

### Bell Networks Rebill

**Price.** The recommended Primus offer represents the best pricing from all offers available to *Company X*, however the pricing from Bell is also very strong.

**Service.** The service standards from Bell are considered to be the strongest (and should far exceed those of the incumbent provider). Service from Bell will be more personalised than Primus'.

Aussie will generally prefer to recommend service before price for all our clients. In the case of *Company X*, the recommended solution is from a very strongly priced offer and a very highly regarded service provider.

***Bell is our primary recommendation, followed by Primus.***

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

## How to Choose

There are two main points of differentiation between these offers:

1. Is closer account management required (or preferred)?  
[*Bell Networks provides personalised account management.*]
2. Does the client wish to go with a 'known' provider?  
[*Primus Telecom is the fourth-largest provider in Australia.*]

---

## The next step

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

- |  |  |
|--|--|
|  <a href="#">Primus Telecom Forms</a> |  <a href="#">Primus Pricing Sheet</a> |
|  <a href="#">Bell Networks Forms</a>  |  <a href="#">Bell Pricing Sheet</a>   |

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.

