



## Fixed Line Case Study – Birch Worldwide Ltd

Birch Worldwide were originally with a major UK based telecoms operator for their fixed line voice services and were becoming increasingly frustrated at the lack of pro-active account management and difficulty in communicating with that organisation and its agents. They found the bills they received were unclear, confusing and lacked detail. Despite making numerous attempts to request itemised call files by both email and telephone, the information was not forthcoming. Birch also strongly suspected that they were being overcharged for their calls but without access to the relevant call data they were unable to prove this.

**Cellular Solutions were initially able to advise Birch how to register for online account management with that company, which in turn allowed them to download itemised call data.** This data enabled Cellular to provide a **detailed and accurate cost savings analysis** and Birch were able to demonstrate **evidence to the supplier of incorrect charging which ultimately led to them being awarded a refund in excess of £15,000.**

By transferring their calls and lines to Cellular Solutions, **Birch have realised annual savings of £19,200, the equivalent of more than 80% of their original call spend.** They also now receive clear and informative invoices with access to **an intuitive online portal for managing their account.** **Birch are automatically alerted within 24 hours of any potential fraudulent activity on their account, giving them protection from unauthorised calls or even fraudsters hacking into their PBX.**

Victoria Thomas, Finance Manager at Birch Worldwide Ltd, stated "We moved our fixed lines and calls traffic because we were frustrated with the lack of support from our previous supplier. Cellular Solutions have provided great customer service and support".

"We have saved in the region of £1600 per month since moving. The Cellular Solutions team have been helpful and supportive throughout the process of transferring the line which was completely effortless on my part"

Birch Worldwide specializes in the design, implementation, and management of channel marketing programs with a keen focus on global telecommunications and technology companies.

<http://www.birchworldwide.com/>

Richard Holland

Fixed Line Sales Manager – Cellular Solutions

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