

# Calling the world for less money

You know you can cut your telecoms bills with BT Business Plan. But you can make even greater savings by agreeing an annual minimum spend – as The Circus Space discovered

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It's not a magic act; it's not an illusion. You really can cut your telecoms bill with BT Business Plan. That's the inescapable conclusion of The Circus Space, which slashed its phone bill by 40 per cent after it signed up for the tailored call package. In fact, Rich Blacksell, operations manager at The Circus Space, is so pleased with the savings that he has now committed to an increased minimum annual call spend of £3000.

The Circus Space is one of the top three circus schools in Europe, with an artistic programme that includes the UK's only degree-level education in the circus arts. It is based in a former electricity generating station in Hoxton that had lain derelict for more than 30 years.

The company attracts students and acts from across Europe, and deals with suppliers around the world – which means it makes a lot of calls to international destinations. Says Blacksell: 'If we're rigging a new trapeze, we might need to order a specific type of rope from America, and it's not uncommon to spend an hour on the phone with a supplier making sure its product matches our safety specifications; that every angle is covered. To an extent, the amount of time we spend with a supplier on the phone could be a matter of life or death. And with Business Plan we're not rushing the calls – there's no need.'

That's because customers benefit from a range of capped international call rates. For example, a call to the US costs just 10p for up to

## Counting the benefits

Did you know that in addition to great savings on calls, an annual loyalty reward, round-the-clock service support and personal customer care, BT Business Plan also offers:

- Free six-month call analysis reports trial. These monthly breakdowns allow you to monitor your call traffic by highlighting how long it takes staff to answer calls, what percentage receive an engaged tone, and how many simply go unanswered.
- Regular account reviews to analyse your usage and target areas for further savings.
- Free connection to BT Featureline (including free conversion from PSTN), a cost-effective call handling solution that offers 20 free features such as call transfer, call diversion and three-way calling.
- One Bill Plus, which allows companies with multiple phone lines to consolidate their bills into one. Available on a monthly or quarterly basis, it allows you to track costs across your business and offers access to a dedicated billing team, free of charge.
- Free digital internet connection or conversion, giving near-instant connections, clear voice communication, high-speed data transfer, video-conferencing and access to business-critical applications. Applicable to ISDN2e and Business Highway.



## BUSINESS PLAN

### Because The Circus Space has committed to a minimum annual call spend, it will receive a 5 per cent rebate on its entire bill

an hour, while calls to the EU, Canada and major business centres in the Pacific Rim are capped at only 20p for up to 60 minutes.

The savings, at least for The Circus Space, are real and quantifiable. BT Business Plan has cut The Space's quarterly phone bill from £1383 to £829, a reduction of 40 per cent. And now that it has committed to a minimum annual call spend of £3000, it gets a five per cent rebate on its entire bill after 12 months.

But even in the unlikely event that it doesn't meet the £3000 threshold, or even get 90 per cent of the way there, it still receives a loyalty award totalling five per cent of £750.

That's not all: with Business Plan the company is also saving five per cent on fixed-to-mobile rates and, by agreeing to keep its analogue exchange lines with BT for another 12 months, it's shaving yet another five per cent off its costs.

It's not all about the money though. 'It was a cost-proven decision to move onto Business Plan,' says Blacksell, 'but the level of customer service was equally important to us. A 24/7, dedicated Help Desk and a single point of contact are there to address any problems, and regular account reviews keep us posted on what's best for our business. OneBillPlus is an added bonus – it saves an enormous amount of time by consolidating all our bills. It's these extra features that really make the difference.'

#### To find out more

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