

Visual Link

The Visual Link relies heavily on the telephone to conduct business with its high-profile clients. BT's Business Plan helped the company cut overall call costs

Located in Carlisle but with clients like Audi, NatWest and Woolworths scattered all around the UK, it's not surprising that The Visual Link relies on the phone to do business. So when company secretary Chris Packham heard about BT Business Plan – and its 10p cap on UK calls – his ears immediately pricked up.

The Visual Link – a business that's just enjoyed its best year ever – was set up 21 years ago and since then, it has expanded from video to multimedia presentations, mainly for training and corporate purposes. For example, it's produced a training video advising NatWest staff what to do if they are ever involved in a bank raid.

The Visual Link was already a long-standing BT customer and Packham was very happy with the service he was receiving. 'One of the reasons we went for BT Business Plan is that we've had very few problems with BT in the past,' he explains. So what does he think of the package's enhanced service features, such as account reviews and bill analysis tools? 'They're going to prove to be more than useful in this kind of business.'

But ultimately, it was Business Plan's impact on the balance sheet that enticed Packham to sign up for the £5,000 minimum annual spend – and he's calculated that it will deliver savings of £1,600 on calls. However, that doesn't take into account the five per cent credit the company will receive at the end of the year when it meets its minimum spend commitment. As Packham concludes, 'Five per cent is five per cent – and it goes straight to the bottom line.'