

## **The Royal Borough of Kensington & Chelsea chooses ProCell ENTERPRISE and dramatically reduces their monthly mobile expenditure**

Like many organisations and local authorities, The Royal Borough of Kensington & Chelsea had experienced a significant increase in their monthly mobile phone charges and were concerned about why the costs were increasing. They identified that personal usage attributed to a significant percentage of the increase but they could not easily identify how much. One of their other concerns related to VAT compliance and with HM Revenue & Customs aggressively pursuing organisations that wrongly reclaim VAT on personal calls.

After a lot of investigation into the information that was available to them from their phone supplier, they decided to deploy ProCell ENTERPRISE to manage their mobile phone fleet. The implementation of ProCell ENTERPRISE also provided them with an opportunity to review their mobile phone procedures and policies of use and to regain control of all; the mobile phones that were in use and what features were included.

With over 1300 mobiles across the authority, their average monthly mobile phone bill was approaching £11,000, and with no automatic monitoring system in place, the amount of time needed to control personal usage was a drain on resources for both the Finance Department and the IT Communication Team.

ProCell ENTERPRISE was the ideal solution because it allowed Key personnel access to the central system across the entire authority at all levels of the organisation.

ProCell ENTERPRISE provided them with a cost effective way to distribute billing information direct to the desktop of each user and also gave departmental managers and their users full visibility of their monthly expenditure.

**"ProCell ENTERPRISE has now been live for 4 months" said Russell Hookway (Network & Telecommunications Manager) "and we have received a very positive feedback from our users and are delighted with the results so far". "We have seen a dramatic reduction in our monthly costs, purely by distributing users bills to their desktops allowing them to see for themselves the cost of their calls and these savings do not include the personal call rebates that we will also receive". Over the past 5 months since installing ProCell Enterprise, the authority has made savings in excess of £19,000 and I fully recommend the software and the support we have received.**

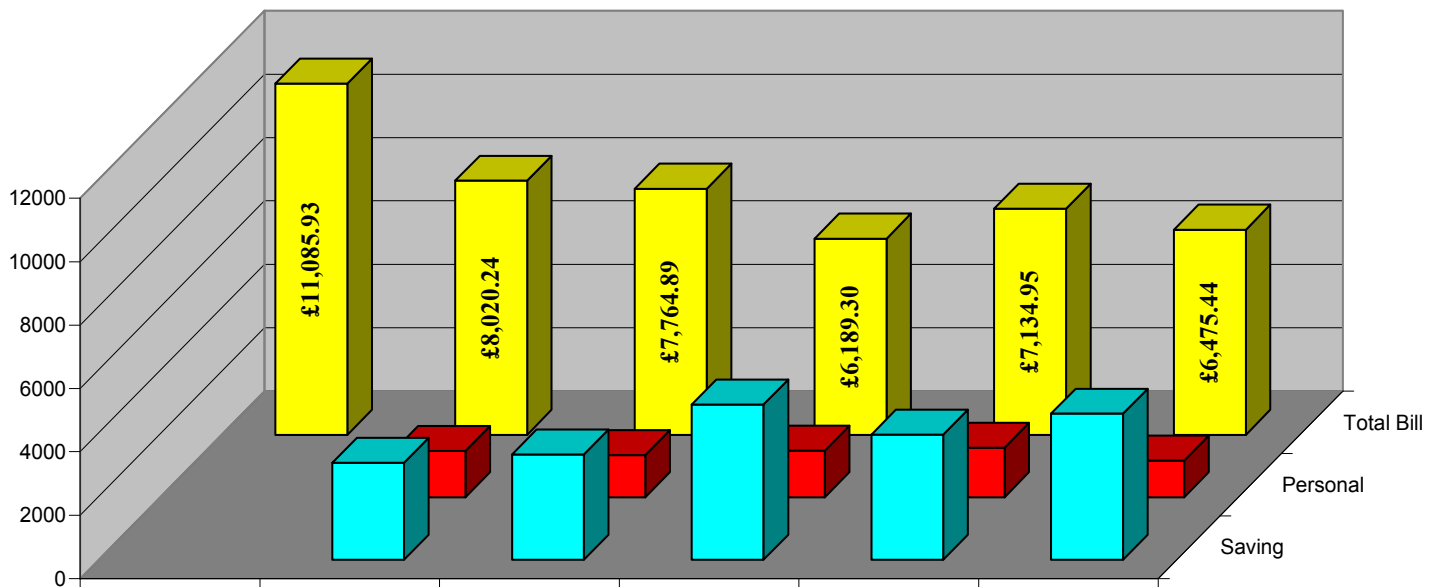
The below chart demonstrates the savings that have been achieved during the first 5 months of ProCell ENTERPRISE going live.

Savings have been achieved in two key areas:

- 1) Reduction in the monthly costs due to staff being more aware of the charges being incurred
- 2) Collection of PERSONAL calls made by staff

### Royal Borough of Kensington & Chelsea

■ Saving ■ Personal ■ Total Bill



	AVG Bill Prior	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07
■ Saving		£3,065.69	£3,321.04	£4,896.63	£3,950.98	£4,610.49
■ Personal		£1,463.75	£1,328.40	£1,471.59	£1,562.91	£1,157.12
■ Total Bill	£11,085.93	£8,020.24	£7,764.89	£6,189.30	£7,134.95	£6,475.44

**END**