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## Spring clean your business

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Emily Ross



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**Spring is here and there's no better time to give your business a good, old-fashioned spring clean. To help you out, here's an expert guide to giving your business a bit of spit and polish.**

### 4. Get mobile spending under control

Managing director of phone bill analysis service Full Circle Group Tony Simmons has seen companies slash 20% off mobile phone bills by simply showing employees a bill that highlights their personal calls including after hours and weekends spending.

"We find personal calls are often 40% of the costs. It should be about 15-20%. If it's not checked and businesses are not actively looking at it, staff will continue to use it and see it as part of their salary," he says.

Simmons has found that clients haven't needed to enforce this rule, that showing employees the data is enough to make staff more conscientious.

Simmons believes businesses have to face facts about the phones they use. "Business owners must ask themselves: 'What is driving the use of the phone? Does it need every bell and whistle. Is it a genuine business application, like tradesmen emailing quotes straight from the site, or is just a desire for a nice phone?'"

"If it has no business benefit, by all means downgrade the phone," he says.

Simmons estimates SMEs can save up to 60% on phone costs. Many of SMEs spend \$25,000 a year on mobile and broadband. "If we can make a small dent in those bills that is a pretty good return."

Customers can upload their phone bills for scrutiny and the company's technology analyses data and costs from a phone bill and looks at the other plans across the business.

"We find out if you are overspending or under spending," he says. The service also takes into account mobile reception and other variables that make it hard for people to change to a cheaper provider if they won't have the coverage they need.

For Simmonds, it is always worth shopping around. "The networks are always improving network and price, the deals are completely different from a year ago," he says.

- > Analyse phone bills to look for savings.
- > Research new mobile plans. The market changes constantly, so keep the plans up-to-date.
- > Keep a lid on staff using work phones for excessive personal phone calls.