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Exhibitor Press Release

Benchmark Creation Software unearths surprising trends

Melbourne, April 7, 2009: The Full Circle Group (www.fullcirclegroup.com.au) has discovered some counter-intuitive results amongst its business client base, believing that the global financial crisis is most likely behind the surprising trends.

Over the last four (4) years, the Full Circle Group has used its independent position to create pricing benchmarks, audit, compare and report upon Telecommunications costs for thousands of Australian companies and organisations.

"We have been tracking client spend patterns, usage and market trends for a number of years. We have been surprised with a sudden up-tick in Telco spend, especially on an individual asset level. This spike we believe relates to staff working harder to communicate more with potential clients and working harder to create more business from less leads. At a time of business contraction, with a focus on cost control, businesses should heed this emerging trend to avoid surprise cost blow-outs," said Tony Simmons, Managing Director of The Full Circle Group.

"We have also seen some anticipated results from recent client analysis and benchmarking; Inbound call spend has come-off, no doubt reflecting the lower levels of business sentiment and confidence. More companies are therefore looking inwards at cost control and management through outsourcing, and companies are exploring pricing benchmarks which, with our assistance, are being consistently exceeded and created" Simmons says.

The Full Circle Group has created cutting-edge software, with web 2.0 based client interfaces, which has been deployed to clients with presences in the UK, Germany, South Africa and the USA. The software's ability to produce cost reduction, control, understanding, comparisons and transparency has meant an increased demand in Australia for The Full Circle Group's Telco savings software.

Tony Simmons says that, "... Telco cost management doesn't always get the attention it deserves by either the media or by Australian business, mainly because it so very difficult to compare Telco costs without professional assistance or resources. For many organisations, that creates a major hole in any cost reduction efforts."

The Full Circle Group has been able to reduce Telco costs by a further 17% than clients' own coordinated efforts. Whilst total client savings, such as with recent clients the ACTU and Kuehne & Nagel, can reach 37% even with incumbent carriers.

Also, 93% of clients are routinely paying bills with significant billing errors. The Full Circle Group has seen total error levels as high as 8% of the total billing value.

The Full Circle Group has been nominated for Australian Anthill Smart Company and Telstra Business Awards 2009. It will be demonstrating its software and solutions at CEBIT in Sydney 12-14 May 2009.

FURTHER INFORMATION

The Full Circle Group is an independent Australian owned company based in Melbourne. It works with business clients, Government and organisations to reduce and manage all aspects of Telco costs and solutions.

For more information call 1800 458 663 or email service@fullcirclegroup.com.au

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