

Case Study

Creating a corporate wireless communications policy to drive efficiency for the global hire company Hertz.

Case Study Summary

The Background

Adam Phones has worked with Hertz since 2005. Hertz had no formal approach to managing their wireless communications and no inhouse corporate policies were in place.

The Solution

- Adam Phones worked alongside Hertz to devise their internal policies for their wireless communications.
- Adam Phones consolidated the existing fragmented solution to align tariffs and handsets to the needs of the business.
- Adam Phones created a customised eBilling solution that integrated seamlessly with their inhouse accounting procedures and systems.

The Results

Hertz continue to benefit from the eBilling solution created by Adam Phones. The integrated approach the company now has in place allows them to proactively manage, monitor and measure all airtime expenditure.



The Client

Hertz has been offering quality vehicle hire service on a global level for over 90 years. Its aim is to be the first choice brand for vehicle and equipment rental, leasing and total mobility solutions. Its customer service offering is fundamental to its differentiation as a brand in a highly competitive market.

Adam Phones work with Hertz UK on two levels. As the exclusive supplier to for the provision and delivery of its phone hire service, the companies have worked together since 2005. Through their close working relationship, Adam Phones identified a further requirement, to improve and consolidate the management of its own wireless communications at a corporate level.

The Challenge

Hertz, had no in-house corporate strategy nor policy for managing its mobile comms. Each employee was responsible for their own contracts and each month submitted relevant call charges individually through their standard expense reimbursement procedure. An administrative nightmare- the company was processing invoices for approximately 130 handsets on different tariffs from various network providers. Processing time for the accounts team had become labour intensive; there was a significant administrative burden for employees and the cost to the company was substantial.

Hertz UK was focused on processing business call expenditure and not on the evaluation of expenditure per handset against each cost centre. Expenditure was measured on a month by month basis, which made budgeting for their communications requirements, virtually impossible.

The Solution

Adam Phones worked hand in hand with the company's information and communications managers to create a communications strategy defined by the need to streamline and improve efficiencies.

As a first step a consolidated contract with one network provider was tendered and sourced to deliver instant savings and call cost transparency. Adam Phones managed the procurement process as well as handled the migration for each handset to one network provider.

The technical team at Adam Phones was able to customise its unique billing platform to integrate with Hertz accounts systems and assisted with the processing, distribution and sign off procedures on all airtime expenses.

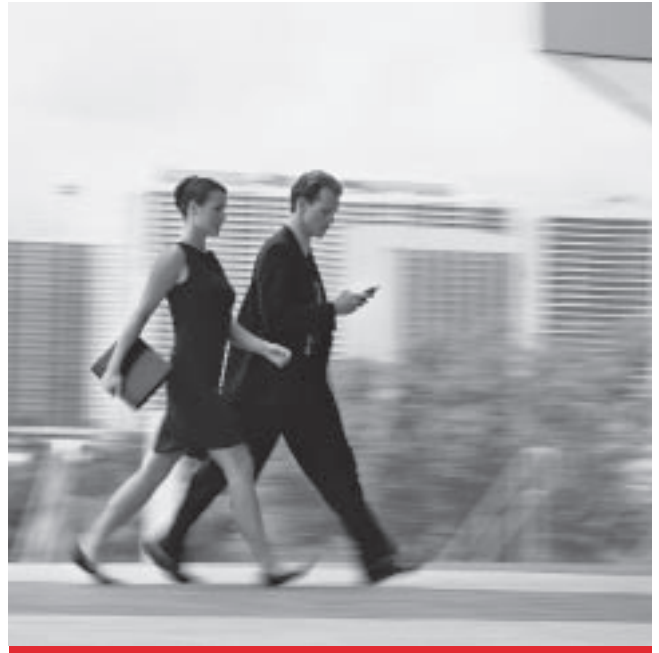
A customised billing solution that streamlined the sign off process.

Adam Phones initially produced one invoice which detailed the expenditure across mobile, data and Blackberry usage. This then evolved to become more bespoke to the internal needs of each cost centre manager within Hertz. Each handset was assigned to a relevant internal cost code. This streamlined the process significantly by removing the distribution element by the accounts team. Each cost centre manager had instant access to call costs assigned to their division and could more efficiently sign off expenses for processing.

eBilling provides immediate data for day to day management of call and data expenditure

Because Hertz is now receives invoices through an ebilling service created by Adam Phones, it can access reporting tools specific to their business needs. Cost centre managers can now use the data they receive each month and proactively manage its expenditure and usage across each handset.

The company can measure total expenditure across Blackberry, voice and data; monitor its top 20 top spending users each month; monitor its top 20 most frequently dialled numbers each month.



The Result

Significant savings have resulted from Hertz operating a more consolidated wireless communications strategy. The company continues to benefit from a bespoke ebilling system built by Adam Phones to match its evolving needs. The company can measure total expenditure across Blackberry, voice and data; monitor its top 20 top spending users each month; monitor its top 20 most frequently dialled numbers each month. All of this data allows Hertz to proactively manage its solution and budget accordingly each year.