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Looking for extra revenue during these harsh economic times? Chances are you're overlooking your wireless bills. By John Michael Alvarez, assistant editor

-Think it's expensive to hire an outside source to manage your wireless costs? Think again. Successful wireless expense management is very complex and it can be very costly if you do not have the in-house expertise it takes to manage it. This is why most companies, both small and large, are now choosing to outsource the process to a professional wireless management firm. **Companies waste millions of dollars each year because they attempt to manage their accounts in house or they allow their wireless providers to manage their accounts and make decisions for them.** It is not uncommon for companies to continue sending money down the drain on wireless services because they have lost control. And, without having visibility and control over wireless spending, a company can lose a lot of money simply by not having the time or resources to manage the account. It is this vulnerability that can be costly. Quite simply, wireless expense management is a complex process best left to the pros like the consultants at Wireless Resolutions.



Marty Taylor, Owner of
Wireless Resolutions

Studies show that over 66% of all wireless bills have errors and companies are paying thousands of dollars in overcharges without knowing it. That is why it is important to have a trained wireless expert managing your wireless expenses, as it is very easy to overlook so much on these bills. But be careful: some corporations have chosen to have their wireless provider, or a dealer representing that carrier, perform a bill analysis. They are allowing these representatives to tell them what they feel is best for their accounts. These people work for the same carriers that made an extra \$60 million dollars last year by overcharging their customers. Think it's expensive to hire an outside source to manage your wireless costs? Just think how expensive it can be without one.

Hiring an outside wireless expense management company or an independent Wireless Consultant may be a better choice. Marty Taylor, owner of Wireless Resolutions had this to say, "For one thing, a good outside consultant is not afraid to think outside the box when it comes to negotiations with your provider. They are well versed in all aspects of managing your account including contract interpretation and policy. They are by no means intimidated when dealing with the carrier and because they fear no retaliation, they are usually prepared to go directly to the FCC if errors are not corrected in a timely manner."

Marty Taylor, who has more than 20 years of experience in the industry and has worked for nearly all the wireless service providers. She is trusted by business customers nationwide and is well known as a strong customer advocate who will stand up for their rights as a customer. She has developed a reputation with the wireless carriers as well. One wireless provider recently made this comment, "We understand that Marty Taylor is an aggressive Customer Advocate and very well known in our industry. "We understand her position and will work closely with her and her team to maintain a strong relationship with customers. Although she can be tough and somewhat demanding at times, we understand her goal is making sure customers are satisfied. We also have the same goal and see her work as beneficial in offsetting customer attrition in this highly competitive business."

Taylor says, "You need someone who will challenge your wireless carrier's rules and policies in an effort to make change for the better. Because we do not work for the provider, we are not at all reluctant to ask for what we want for our customers and we usually get it. I am overwhelmed by how many customers need help out there. I have **never** found a wireless bill that was 100% accurate. I find that business customers are spending more than they need to and don't even know it. If they do finally figure it out, it's difficult for them to go through regular channels. Businesses need someone with expertise, someone who's not afraid to challenge these carriers and call the FCC if they have to."

She offers her expertise and bill review service for free. Companies only pay if they choose to accept the money that Taylor and company finds for them after reviewing their bills and negotiating with the carrier on their behalf for a better plan to reduce costs. Her fee includes a full year of hands-on account management to make sure a company pays the lowest cost possible for the highest service available. Her services can be retained for an indefinite period of time with yearly renewals.

An independent Wireless Consultant can dedicate the right amount of time and knowledge it takes to manage your Wireless account on a monthly basis. Most companies just pass on their bills to their Accounts Payable department without doing a thorough audit. Using an outside source to manage your wireless expenses can save you time and money by eliminating the need for in-house staff that is not trained to know what to look for. "Keep in mind, an independent Wireless Expense Management company or an Independent Consulting firm is unlike the representative who works for your provider, says Randy Bennett, of Wireless Resolutions. "They are not driven by commissioned sales or bonus money for keeping their provider or dealer profitable at your expense. Wireless Resolutions for example, is not in partnership with any provider or dealer and does not accept commissions from any wireless carrier. This insures our objectivity."

Taylor's company statement: "We believe that our sole focus here at Wireless Resolutions is on wireless expense management. That makes us a great resource for companies that rely heavily on wireless communications but do not have the internal manpower or expertise to handle it. We can completely handle all the customer's needs, from the complexity of data security to device selection and rate plan changes. Having worked with all the major providers over the last 20 years and knowing how the system works, we have developed the expert negotiation skills needed to get our clients the lowest possible cost for the very best service their carrier has to offer. We take pride in our ability to work with and to negotiate with these providers to reach a happy ending for both the carrier and the customer. Our focus has always been on getting our customers the maximum amount of service for the lowest price."

Contact Wireless Resolutions at www.wirelessresolutions.net