

5 SMART STRATEGIES

TO REDUCE YOUR BUSINESS COMMUNICATION EXPENSES

At MK Mobiles, we believe in empowering businesses like yours with the knowledge to manage business communication expenses smartly and efficiently.

This guide helps you to uncover potential savings and enhance connectivity through your mobile and broadband expenses, without compromise.



1. ASSESSING YOUR CURRENT USAGE

Objective

Gain a clear understanding of your current telecommunications setup and identify areas where you might be overspending.

Actions

- Audit your current plans – Review your last three months' mobile and broadband bills. Look for patterns in data usage, call minutes, and service add-ons that go unused.
- Speak to employees – Gather insights from your team about their actual needs and frustrations. This can provide valuable context for what's necessary and what's not.
- Utilise usage monitoring tools – Many service providers offer tools to help track your usage in real time. Use these tools to get a more accurate picture of your usage.



2. IDENTIFYING UNNECESSARY SERVICES

Objective

Spot and eliminate redundant services or features that inflate your bills without benefiting your business operations.

Actions

- Evaluate feature relevance – Scrutinise each feature or add-on included in your plans. Are services like call waiting, voicemail to email, and international calling necessary for all users or just some?
- Adjust plans according to need – Downgrade or customise plans based on the specific requirements of different departments or employees.
- Regularly review service contracts – Make it a practice to review your service contracts at least annually to ensure they still fit your business needs.



3. LEVERAGING TECH FOR COST SAVINGS

Objective

Explore and integrate technologies that reduce costs and enhance communication efficiency.

Actions

- Adopt VoIP solutions – Voice over Internet Protocol can drastically reduce call costs, especially international ones, and integrate with digital business tools.
- Explore unified communications – Systems that combine phone, video, instant messaging, and email into one solution can significantly reduce costs and improve workflow efficiency.
- Look at cloud-based collaboration tools – Implement cloud solutions for file sharing and live collaboration to minimise the need for extensive internal networks and support mobile workforce flexibility.



4. NEGOTIATING BETTER CONTRACTS

Objective

Secure more favourable terms with your telecommunications providers to ensure cost efficiency and service flexibility.

Actions

- Understand your bargaining position Use your usage and requirement analysis as leverage in negotiations.
- Negotiate beyond price – Look for value adds like improved service levels, faster response times, and enhanced tech support.



5. USING DATA TO DRIVE DECISIONS

Objective

Use collected data and analytics to make informed decisions about future communication needs and potential adjustments.

Actions

- Implement analytics tools – Use analytics to understand traffic patterns, peak usage times, and employee usage behaviours.
- Make data-driven adjustments – Adjust your plans and infrastructure based on analytics insights to avoid overcapacity and underutilisation.

By implementing these strategies, you are not only able to reduce costs but also to boost your operational efficiency.

The goal is to tailor your business communications to match your exact needs without unnecessary expenditure.

FREE HEALTH CHECK



Karl at MK Mobiles is ready to assist with a
FREE HEALTH CHECK
to see if he can help you reduce your business
communication expenses.

Contact Karl to schedule your Free Health Check
karl@mk-mobile.co.uk
01229 360 036

Together, we can ensure that your business not only
saves money but also communicates better.

✨Supporting our community✨

We're not just passionate about providing the
best mobile solutions for local businesses in
Cumbria, we're also committed to giving back to
our community.

For every connection or upgrade, MK Mobiles
donates £10 to St Mary's Hospice, an incredible
organisation dedicated to providing essential
care and support.

Together, let's make a difference.



St Mary's
Hospice