



HOW TO GET THE PERFECT BUSINESS MOBILE CONTRACT



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Introduction

It's often said that a minute is a long time in business, as so much can change in even a short period of time. Yet, when it comes to a 12, 18 or 24 month mobile phone contract, many businesses automatically renew it without even considering whether it still meets their needs.

There are many different reasons to review your contract, and a change in circumstance is just one of them. So Daisy has put together the following helpful guide on what to consider when reviewing your mobile contract for your business.



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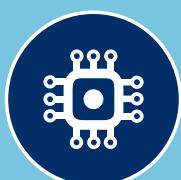
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Why review?



Identify issues with network coverage

Whilst your business mobiles may get a decent reception from your workplace, staff may regularly experience poor mobile phone reception when working in certain parts of the country. This not only makes them less effective as an employee, but also affects your business' ability to monitor their safety whilst working in the field.



Identify data allowance requirements

When it comes to mobile phones, one size rarely fits all. One staff member's job may require them to spend more time out of the office or make significantly more calls than another. Failure to identify your data allowance needs means you may spend more money than you budgeted as a result of exceeding your data or call allowance.



Save money

By shopping around it is not only possible to save a significant amount of money on your fleet of mobiles, but to get a contract that is a better 'fit' for your business needs, and is therefore less likely to result in overspending.



Identify necessary handset features

Some handsets offer features that may be particularly beneficial to certain users. iPhones, for example have a dictation feature which converts the spoken word into text, thereby meaning the user can create text quickly and hands-free. Others offer a long battery life or high quality cameras, which could be useful to staff on the move.



Identify issues with handset practicality

When it comes to mobile phones, practicality is a key issue. Where the user generally works and how they travel can make a big difference to their preferred handset.

Most mobiles are designed to withstand a certain amount of wear and tear but those who don't work from a desk, such as engineers, can find their mobiles regularly get damaged, so a more robust handset may be required.



Increase staff morale

Whilst a business mobile is not a status symbol, nor is it likely to be considered a 'perk', it does however communicate a message to staff about their value to the company. The older and less impressive the phone, the less 'appreciated' staff are likely to feel. The newer it is, the more staff are likely to feel respected which will, in turn, help with staff morale.

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How to review

Whilst you may feel that your business' mobiles are satisfactory and doing a sufficient job, it is important to check whether your spend on mobiles is delivering good value, or requires further investment.

There are two basic checks you should do before renewing your business mobile contract.

1

Check your bills

Your business' mobile bills should be able to tell you if your data, call and text allowances are meeting your needs.

Here are a few things to consider:

- **Tariff** - There are a range of tariffs (bundled, shared, unlimited) available and getting the wrong one could mean you spend more than you need to.
- **Heavy data users** - Some users will require more data than others, which may justify the purchase of additional data bolt-ons or an inclusive package. If not, maybe it's time to consider reviewing your company mobile policy to discourage personal use
- **Regularly replacing handsets** - This suggests that they may not be fit for purpose and more robust models are required.

2

Ask your staff

Get constructive feedback from your staff by asking the following simple questions:

1. Do you regularly experience problems with poor mobile signal?
2. Is your current mobile call/text/data allowance sufficient?
3. Are there any features your current handset does not have that would help you do your job better?
4. Is there anything you would like to draw attention to, with regards to the company's mobile phones?



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How to get the right tariff

Getting the right tariff for your business can make a big difference to how much you spend on your mobiles. There are **four key types** of tariff and it is useful to know what each is and what its uses are.

WHAT IS IT?

WHO IS IT FOR?

1 Pay as you use

Low or no line rental. Call/text/data costs are set rates and all usage is chargeable.

Ideal for those who wish to receive calls whilst on the move, but not make many calls.

2 Bundled

Bundled tariffs offer a set amount of inclusive minutes/texts/data at a greatly reduced rate in comparison to pay as you go rates, they are mainly aimed at single users.

Ideal for those whose call/data usage is static and predictable.

3 Unlimited

The call/text/data allowance is allocated per single user and is unrestricted and governed by fair usage policies.

Ideal for users with high, and unpredictable usage.

4 Shared

Shared tariffs are normally available as a 'parent/child' format (where one user is the 'parent' and pays for the call/text/data bundle so that the 'child' users are only charged for line rental). However, shared tariffs in other formats are now becoming available.

Ideal for businesses with a large staff using mobiles, whose use varies, but not greatly.

5 Bolt-ons

These are not a tariff in themselves, but are used alongside and to complement other tariffs. These are used to extend a call/data/text allowance and are used to offer flexibility within an existing tariff.

Ideal for users with sporadic requirements (e.g. overseas trips) those with a changing job role, and businesses that are rapidly expanding or have seasonal peaks.



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How to get a better deal

1. Decide what you need

Once you have a clear idea of what your mobile package should look like, with regards to tariff and handset functionality, and what your budget is, you need to shop around. Don't forget, if your current handsets are meeting your needs you may wish to enquire about a SIM-only package.

2. Identify potential suppliers

Choose three providers – we suggest your current supplier and at least one independent provider – and see what each of them can do for you in terms of tariff package, handsets and cost. Visit sites like www.reviewcentre.com to find out what different suppliers' customers say about them.

3. Pick the right package

It's very likely that there will be pros and cons for each different suppliers' tariff or package. Some may be more costly, but provide unlimited minutes and data, while others may be cheaper but the handsets a lower quality. Ask about different types of contract such as shared plans versus unlimited, as you may discover something that's a better fit for your company.

Weigh up the different packages against your pre-defined requirements. If you're not satisfied, don't just settle for a 'close match', but instead ask your chosen supplier to tailor a bespoke package just for you. Don't be afraid to play one supplier off against another, you'll be much more likely to get a better deal.



To talk to one of our mobile specialists, call **0808 274 0243**

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