

## Crystalline's tailored service brings telephone cost savings to Age UK Oxfordshire

Age UK Oxfordshire is based in Abingdon and employs approximately 150 staff in a variety of office, mobile and retail roles. The charity originally had several companies providing fixed line services to its locations across the county, but this became increasingly difficult to manage leading to cost and time inefficiencies.

Crystalline Communications approached Age UK Oxfordshire to conduct a fixed line audit and offer a solution that would address the charity's telecommunications issues. As Julie Alsford, Director of Finance for Age UK Oxfordshire explains, "When Crystalline came to the office, what immediately impressed me about them was that they listened. They listened to my problems and then proposed a solution that was tailored to the company's needs."

As a result of the independent and accurate advice offered by Crystalline, Age UK Oxfordshire now has a cost effective solution for all its fixed line services including internet, phone, alarm and fax. Crystalline's proposal has reduced the fixed line rental cost and achieved significant call cost savings for the charity. Of great importance to Age UK Oxfordshire, is that they now also have a single point of contact for any questions or issues it may have regarding its business communications.

"Crystalline do all they can to provide the best deal for customers and as such, we are now saving about £1,500 a year on fixed line services which is critical for a charity where every penny counts," continued Julie Alsford. "They also act as an umbrella organisation for all our telecommunications needs and I have complete confidence in them resolving any problem quickly, even if it's not their responsibility. They do the little extra things for customers that make a huge impression."

In addition to its fixed line services, Age UK Oxfordshire is also a long standing customer of a mobile phone solution designed by Crystalline. Many of the staff have mobile phones provided by the charity, and previously this was a mixture of contracts with two operators and pay-as-you-go phones. With different operators, tariffs and contracts expiring at different times, Age UK Oxfordshire wanted to have a cohesive mobile phone arrangement, of a single contract with one company to save time and resources.

Kristian Torode, Managing Director of Crystalline Communications, approached Julie Alsford at Age UK Oxfordshire to review the charity's mobile phone requirements.

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"As mobile phone usage by the staff wasn't particularly high, of importance was a low line rental and a higher call rate," said Julie Alsford. "I immediately built up a rapport with Kristian and trusted his advice. He understood our requirements and proposed a solution that exactly matched those needs."

Crystaline's solution has delivered huge mobile phone cost savings to Age UK Oxfordshire while allowing the charity to cost effectively increase the number of phones available to staff. Crystaline also review Age UK Oxfordshire's contract on a regular basis to ensure the best deal is being negotiated for the charity.

In conclusion, Julie Alsford said, "Crystaline are a pleasure to work with. They are professional, reliable and deliver an excellent service."

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