

# FISHAWACK

– Global healthcare communications group



## Challenges

- Due to several acquisitions, Fishawack had four main mobile phone contracts from three different networks, plus a host of small contracts with various other networks
- Multiple invoicing and contract end dates plus varying presentations of billing information across the networks made it difficult to monitor and manage their 300 mobile phone connections
- Billmonitor was appointed to consolidate Fishawack's mobile phone arrangements down to two network providers, and to improve monitoring and reporting while reducing overall costs

## Solution

- Billmonitor devised a plan for contract consolidation over 15 - 18 months
- EE and O2 were selected as the preferred providers and Billmonitor's bespoke software was used to identify dormant connections and optimise the tariff structure and bundle selection
- Billmonitor negotiated new contracts with lower cash costs per connection and an increased handset fund with both network providers
- Co-terminus clauses were introduced to avoid the issue of staggered contract-end dates

## Results

- Significantly simplified mobile phone arrangements with monthly monitoring and reporting
- O2 savings: total cash costs down by 22%, with a 35% increase in the handset fund. **TOTAL NET CONTRACT COSTS DOWN BY 62%**
- EE savings: total cash costs down by 24% with a 28% increase in the handset fund. **TOTAL NET CONTRACT COSTS DOWN BY 51%**

## Fishawack's profile

Fishawack Health is a full-service, global healthcare communications agency and consultancy with the capabilities, scale, and geographical coverage to offer healthcare a fresh, new type of partnership. They work end-to-end, from medical, commercial, and marketing strategy, through to brand strategy, communication, and execution.

### Fishawack

Established in **2001**

Offices: **UK, USA & Europe**

Connections: **300**

Employees: **700+**

## Creating a mobile phone contract that is “*value for money*”

Fishawack found itself with a very complex mobile phone contract structure following a spate of recent acquisitions. Having identified its mobile phone arrangements as a possible area of savings, Fishawack appointed Billmonitor to carry out a comprehensive review.

The brief focused on three objectives:

- Simplify the contractual arrangements and thus improve cost monitoring
- Reduce monthly cash costs
- Secure additional handset funds to purchase new hardware

Billmonitor used its unique software to understand the various contract end dates across the main contracts and established a timeline for consolidating the various mobile phone contracts down to just two. The result was an 18-month plan, which started with removing dormant connections that were already out of contract and optimising tariffs and bundles to further reduce costs.

The renewal of the O2 contract allowed Billmonitor to create a new main account with lower tariff costs and a higher handset fund, while also transferring various connections from the smaller and more inefficient contracts leading to significant savings. This was more recently followed by establishing a new main EE account and transferring over the great majority of Vodafone users. Billmonitor also negotiated the terms for the remaining connections to be transferred at the end of the contract, including an additional hardware fund and with a co-terminus clause.

Commenting on the Fishawack account, Senior Account Manager Jamie Boulton said:

*"Fishawack had a very clear view of what they wanted to achieve: **lower monthly cash costs and higher handset funds**. Using our unique Billmonitor software, we were able to establish a clear 18-month strategy to achieve just that, while also improving non-financial contract terms and providing Fishawack with monthly reporting and monitoring. I always enjoy it when we can design a mobile phone contract that truly offers value for money for one of our clients."*