

My BUSINESS

YOUR GUIDE TO DOING BUSINESS ON THE COAST



CHEAP TALK: Eco Communications managing director Cathy Haley's advice can save businesses thousands of dollars each month on telecommunications bills.

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CHECK SPENDING AND SAVE DOLLARS

Experts show how to cope in tough times

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If ever there was a good time to closely examine business expenditure, surely it is when words like recession and redundancy are being used. All too often, however, busi-

ness owners panic and take the easy cost-cutting route by mercilessly slashing big-ticket expenses like jobs, advertising, vehicle maintenance and phone/computer costs while also failing to capitalise on the raft of tax concessions available.

But businesses can actually

save thousands of dollars in all five areas. Here's how.

Telecommunications

HOW would you like to reduce your phone and internet bills by between 30% and 60%?

It sounds too good to be true, but Cathy Haley from Eco Comms helps businesses achieve savings like that every week. Firstly, she recommends businesses do an audit on their current communications spend with an independent expert, one who is not aligned with a single carrier.

"If you go to a particular carrier, they will only tell you their best rate, which may not be the best rate in the market," she said.

"And choose a company that is affiliated with a range of carriers that's not in bed with one and getting kick-backs for referrals."

Ms Haley also said businesses should not be paying flagfalls on STD and mobile calls and should not be paying for calls between sites. She also advised businesses to investigate whether they were being charged minimum call costs, and to switch to billing per second, rather than per 30 seconds, for a saving.

"You should also do an audit on the number of phone lines you have," she said. "I've taken customers from 30 lines to 12 with no difference to the business."

"We have also rationalised the lines at another local business that saved them \$2000 a month."

"If you haven't done a comms audit in the last 18 months, you are paying too much. That's how quickly things change."

Another trick of the trade can also save big dollars.

"The major communications providers in Australia have wholesale and retail divisions," she said.

"Why not see if you can get the same product wholesale, but do it through an accredited provider first."

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