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December 18, 2009

#### Five TEM New Year's Resolutions to Keep

By TMCnet Special Guest

Michael Grocock, Director of Usage Management at Avotus

Every year around this time, we start thinking about our New Year's Resolutions. We think of goals that will help us improve ourselves whether it be to lose weight, get out of debt, get organized or save money.

At Avotus, we believe companies should apply these same set of goals in order to achieve operational greatness. Telecom costs represent the second or third highest variable expense for North American companies and many times it is one of the most overlooked expenses. So let's not make it another year to overlook such an important step in your companies life...let's get on the ball and improve your cost structure.

Here are five TEM resolutions worth keeping. We hope you apply some of these tips to your organization.

1. Join the Telecom Expense Management "Jenny Craig" program: Telecom Expense Management is the No. 1 way to help your organization become fit. Many organizations are bloated with unnecessary telecom costs. On average, billing errors among carriers run between 5 percent and 8 percent. Some organizations pay for desk phones, smart phones, cell phones, fax machines etc. for their employees, but what happens when John and Sally leave? Dealing with all those contracts and hefty cancelation fees all while maintaining operational efficiency for your organization seems like a burdensome situation.

One way to help with phone costs is to watch your bill like a hawk, instead of having many carriers consolidate to one. Do an audit of all equipment and know what you are paying for. Ask a telecom expert on ways you can save.

2. Tame the excess: Do all employees need smart phones? Are we still paying for an employee's cell phone bill even after they left the company months ago? While the answer should be a resounding no, many companies still pay. Do an inventory check and see where your organization can cut the fat. The error rate isn't surprising, since many companies have multiple carriers and subscribe to multiple plans.

Do you really need to give the intern a smart phone? Are you paying for Sally's late night non-work related phone calls? Find out what you are paying for and make the necessary changes.

3. Discipline yourself: While 70 percent of us make a New Year's Resolution many of us will not keep those promises. In order for any goal to be realized, organizations need to have discipline and come up with a plan and stick to it. Write down your goals, meet once a week to see if you are reaching your goals and make the necessary adjustments.

4. Learn from others: Many of us can learn from each other by sharing tips, stories and best practices in order to achieve our goals. For example, enterprises that spend more than \$20 million a year on telephony errors amount to more than \$1 million. We can offer you an education on TEM to help you reach your goals.

5. Enjoy life more: TEM can save a company a lot of money especially when companies are mindful of costs due to the recession. Those savings can be passed along and help a company recover even stronger when the economy bounces back. TEM actually pays for itself. When you've realized this, you will want to get in a circle, hold hands with your colleagues and sing "Kumbaya" for all the money you will save.

Remember, New Year's Resolutions don't have to be a burdensome task for your organization. Make sure you have fun and think of all the savings your organization will obtain. Now, what are you waiting for? Get a move on it...and have a great 2010.

Michael Grocock, is director of usage management at Avotus (News - Alert), a telecom expense management company

TMCnet publishes expert commentary on various telecommunications, IT, call center, CRM and other technology-related topics. Are you an expert in one of these fields, and interested in having your perspective published on a site that gets several million unique visitors each month? Get in touch.