



Call costs cut for large companies

Large organisations can cut their phone bills by 15 per cent at no capital cost by using a new gateway service, the developers claim.

Call costs for many companies have risen dramatically over the past few years because so many are now made to mobile phones.



Carriers such as BT charge operators an average 12p per minute for routing calls from the fixed network, pushing the user charge to between 13p and 18p, said Paul Liesching sales director of Essex-based Cellclear.

Cellclear installs a gateway containing Sim cards of all UK mobile operators, allowing it to bypass the fixed network by calling them on their own networks. A bonus is that volume discounts can be obtained on calls from each card.

This enables Cellclear to charge between 4.9p and 6.4p per minute plus its own cut of between 1.5p to 3p per minute depending on volume.

Enterprises can install a similar gateway themselves, but Liesching said they would then need the expertise to set up and maintain it.

The system is proving particularly popular in cash-starved public sector organisations such as hospitals and universities, because they can cut costs at a stroke without the need to apply for funding.

Cellclear originally simply resold mobile airtime to operators but had to change its business model after court challenges by operators, Liesching said.

www.cellclear.com

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