

Beverage & Snack Company

CASE STUDY

THE SITUATION

Initially, this company had a local contract for wireless paging services through USA Mobility. However, this was also true for all of its other local and regional bottlers and many other divisions of this beverage and snack food giant. Everything was managed locally, with no consistent policies in place at the corporate level.

The organization was not leveraging its size to get uniform pricing across the country. As a result, they were faced with the unnecessary complexity and confusion of having separate wireless paging providers at each location, each with its own service contract. Additionally, they found through this experience that multiple vendors were creating huge accounts receivable issues.

THE SOLUTION

Working from their existing relationship with the company, USA Mobility approached them with the idea of establishing one national contract. As we do with all of our clients, we took a pro-active stance and showed them many ways to improve their business operation by, in effect, “going national.”

By combining the many local accounts into a single national account, the corporation would receive an even higher level of customer service and preferred pricing structures. Additionally, they would have C-level management and reporting while retaining local representation. The change provided them with the best of both worlds.

National account status allowed the company to even out its expenditures, offsetting higher costs in some markets with lower costs in others. Their large size made them eligible for tiered pricing, offering cost reductions at successive levels of additional business volume.

From a reporting standpoint, the local units can still be responsible for their respective costs. But at the corporate level, they can be leveraged as one for continued favorable pricing. The headquarters office can also compare the reports against their HR records for additional accuracy in billing. USA Mobility currently supplies the organization with over 14,000 units and, as a result of this success, we enjoy “preferred provider” status. USA Mobility delivers the unbeatable combination of top-level customer service, flexible reporting and the best signal coverage available.