



Last fall when Adventure Radio Group, broadcasting powerhouse of the Coastal Empire and Low Country, decided to move its studio base from Hilton Head to Savannah it faced a double challenge. Not only was the timing of their move critical, dependent as it was on the careful transport of sensitive sound equipment and scheduling of "call in contests" and offsite broadcasts which needed to continue regardless of the move, but they also had to manage all of the network services for voice and data that were required to keep the business and the broadcasts alive.

By coincidence, they had also just replaced their business manager, and therefore they needed additional assistance in navigating through the various accounts and services they were using to accomplish this goal. Since they cross the state line from South Carolina to Georgia, in broadcast coverage and in office locations, they were dealing with several different communications providers including BellSouth (now AT&T), Hargray, Verizon, Embarq, Darien Telephone, Sprint, and several others.

Because of this, they turned to Speros. Our Network Connectivity Specialist reviewed all of the telecom bills that the Radio Group was paying each month, first to coordinate the move, which of course was the top priority, but then to find ways of economizing and maximizing their services. Many accounts were redundant, and unnecessary; others were totally inaccurate, or in fact billing for services no longer in place or in use. By acting as agent for the customer, a savings of hundreds of dollars each month was achieved, a streamlined billing plan was developed reducing the number of bills from about 35 to about 5 each month, and even credits for services already billed in error were refunded to the customer at the request of the Speros representative.

Speros has been an authorized Partner with BellSouth for a dozen years, and can negotiate as well with the other local and long distance providers in the region through letters of agency. This can be an invaluable exercise to engage in, for reducing cost, increasing efficiency, and broadening the knowledge of communications so vital to any business.

Knowledge - in business, as everywhere else - is power.