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BusinessSmart

## Phone service provider takes novel approach to customer cost savings: free phone bills every four months

By Robert Emmers

Jim Phillips is a typical medium-sized business owner. He has an array of customers spread throughout the country. Phillips depends on his telephone for sales and customer service. But he was frustrated. His telecommunications costs were skyrocketing. Phillips was promised huge savings on his business calls. But when his phone bill arrived in the mail, he couldn't find those savings in his monthly statement.



"I really wanted to switch to a new phone service provider," Phillips said, "but I didn't want to change phone companies over and over again and not get the savings they promised." With Phillips costs continuing to rise, he resigned himself to paying more and more for his business's telecommunications needs and getting less and less from his phone company.

But Phillips' dismal outlook changed after a call from Blueridge Telecom Systems, LLC. Phillips did what many people do when they get a call from a company offering big savings on phone calls. "My first reaction was to get off the sales call as fast as I could," Phillips said. "The last thing I needed was another phone offer that was too-good-to-be-true," he added, Blueridge offered Phillips' business a calling plan that had a unique feature: every fourth month or three times a year he would not have to pay his phone bill. Blueridge representatives told him it he didn't like their "free phone bill" program, Phillips' business would be switched back to his previous service provider at no cost. "I was skeptical," Phillips said, "So, I told them, 'Put it in writing!'" They did. In minutes, I got the details on my company's fax machine, I read their offer and decided I'd try Blueridge," Phillips said. "Blueridge said every four months my phone bill would be free. That was the clincher for me. Finding my savings was easy. After all, every four months my phone bill is either free or it's not. It's been a good deal for my company," Phillips added.

Blueridge Telecom Systems, LLC is a \$500 million local and national telecommunications provider Phillips is one of Blueridge's 150,000 business customers. Blueridge says it has issued more than \$26 million in free phone bill credits to its customers. The company claims its customers stay with them longer than other phone companies because they say "We're savings made simple" for business users. To learn more about Blueridge's unique cost savings program, call 0800 032 1890.

**Blueridge Telecom Systems' business customers have a lot to smile about because every four months their company's phone bill is free.**