

"We will continue to use PAETEC because they provide great pricing and support."

Mike Sprysenski
*Director of Engineering & IT
Clear Channel Radio – Orlando*

Industry:
Media

Company Size:
60,000

Location:
Orlando, FL

Founded:
1972

Web site:
www.clearchannel.com

Clear Channel Broadcasting, Inc.

Customer

Clear Channel Broadcasting, Inc. is a billion dollar media company dedicated to providing their advertisers with excellent sales and marketing opportunities. Their four divisions include Clear Channel Radio, Clear Channel Television, Clear Channel Outdoor, and Clear Channel Entertainment.

Locally, Clear Channel Radio operates over 1,200 radio stations in 300 markets. Reaching over eight million homes weekly, Clear Channel Television locally operates over 40 television stations in mid- and small-sized markets. Clear Channel Outdoor is a leading provider of outdoor advertising in the gone-from-home advertising industry. A leading producer, provider, and marketer of live entertainment events throughout North America and Europe, Clear Channel Entertainment's extensive range of popular events include music concerts, festivals, theatrical productions on Broadway, and in London's West End, touring Broadway shows, family entertainment, museum exhibitions, and motor sports events.

Situation

Although Clear Channel Radio was not pleased with their current providers, they were not actively looking for a replacement. Director of Engineering & IT Mike Sprysenski explained, "Due to our operations, I was very particular about our phone systems and phone services. I was not thrilled with my current providers, but I had a certain 'comfort level' with them." However, after a meeting with PAETEC Account Executive Louis Surman, Sprysenski decided PAETEC was worth pursuing. "Louis analyzed my bills and informed me that PAETEC could help me save 50% on my phone services," recalled Sprysenski. "That really grabbed my attention."

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Solution

After three months of meetings and informational sessions with PAETEC, Clear Channel Radio switched to PAETEC for Local and Long Distance services in the Florida area.

In addition, Clear Channel Radio's Miami office had recently switched to PAETEC, which gave Sprysenski an inside view of PAETEC's service. "The Miami office was very pleased with PAETEC's cutover and service, so we decided to go for it in Orlando as well."

Sprysenski was wary of the hassle of cutting over to a new provider, but implementation was extremely smooth and efficient. Although the cutover had to be rescheduled, it was a minor issue and Clear Channel Radio never lost service. "Things went very smoothly the night we cut over services. The problem-free implementation inspired a lot of confidence in and respect for PAETEC," commented Sprysenski.

Result

Clear Channel Radio has experienced tremendous cost savings with PAETEC services. "Our monthly bills were running around \$13,000 a month. Now with PAETEC our bills are around \$8,000 a month," remarked Sprysenski. However, it's PAETEC's superior service and local presence that have really impressed Clear Channel Radio. "I am dealing with people I know; they are local and I can call them and meet for lunch," commented Sprysenski. "I just like being able to deal with somebody face-to-face. That has been the best thing about dealing with PAETEC."

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Clear Channel Radio is very satisfied with PAETEC; in fact, they extended PAETEC services with a five-year contract and leased a new phone system. According to Sprysenski, "We will continue to use PAETEC because they provide great pricing and support."