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Terry Frazier
*Director of Technical Services
Los Angeles Newspaper Group*

Industry:
Print Media

Size:
2,000 Employees

Location:
Southern California

Founded:
1997

Web site:
www.losangelesnewspapergroup.com

Los Angeles Newspaper Group

Customer

The Los Angeles Newspaper Group (LANG) is comprised of eight, top metropolitan dailies located in and around the Los Angeles area. Their major publications include the Daily News Los Angeles, The Press Telegram, The San Bernardino County Sun, and The San Gabriel Valley Newspapers. LANG is the premium local content provider and enjoys a combined daily readership of 1.4 million and a Sunday readership of 1.5 million.

Situation

LANG's three telemarketing sites were draining the company of valuable monetary resources. Their previous provider offered an 18-second billing increment, resulting in a minimum charge of 18 seconds worth of Long Distance regardless of the actual call length. Director of Technical Services Terry Frazier explained, "If a company had a great billing rate, they had a lousy increment. If the company had a lousy rate, it had a better increment – I was never able to get the two to match." This resulted in the LANG paying up to two cents for every phone call, including hang-ups. Averaging between two and three million phone calls a month, the hang-up charges quickly added up. Although telemarketing was important to the LANG's publications, it was not critical to their core business. Faced with extreme calling costs, LANG considered downsizing all telemarketing ventures.

Solution

When approached by a PAETEC sales representative, Frazier decided to evaluate the company based on their solution to Frazier's current telemarketing issues. PAETEC ran the numbers and offered a plan with smaller billing increments and a lower price-per-minute on predictive calling that would save LANG an upwards of \$22,000 a month. "PAETEC offered a very small increment so that we only paid for what we actually used. We were also not charged for hang-ups.

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Solution (cont.)

Overall, PAETEC's solution changed our current telecommunications structure, which dropped our costs dramatically," detailed Frazier. By switching to PAETEC, LANG was able to continue their telemarketing efforts without downgrading service.

So impressed with PAETEC's installation procedures and overall customer service, LANG also decided to go with PAETEC's Local service when their previous provider was no longer able to service their Long Beach location. "I noticed the PAETEC process as the circuits were installed and tested; I have dealt with almost every other telecommunications vendor and I never saw a process like that. That is what turned me on to PAETEC," recalls Frazier. "They tested everything, and when we cut over, it was a piece of cake; everything worked exactly like we thought it would."

Result

LANG experienced tremendous cost savings by switching to PAETEC Long Distance. "Cost savings, estimated at \$22,000 per month, and reliability of service have benefited us the most since we switched to PAETEC," remarked Frazier. LANG was also impressed by PAETEC's superior level of customer service. "I have been in the business for some time and have dealt with all sorts of vendors, and PAETEC is the best to deal with in all respects," commented Frazier. In fact, Frazier seldom had to call the Network Operations Center (NOC); however, when issues did arise it only took a phone call to resolve the issues. With PAETEC, Frazier knows things get taken care of. "I am not the 'average customer' that sits back and just looks at the bill every month. If I need to talk to somebody I can always find someone; I get great responses," explained Frazier.