

Pure Boosts Telecoms Savings With Mobile Services

"We win customers on price and keep them on service" - this is a mantra often repeated by Paul Connell, owner and director of Irish company Pure Telecom. Since launching its mobile phone packages in November, the company has been winning a significant number of business customers, by offering substantial savings on their call costs.

"Since partnering with 3 we have been able to offer business price plans and roaming charges for mobile phone that are the best in the market and the savings to be made are significant," says Connell. "Customers who have already signed up are now experiencing up to 54% saving on their mobile phone costs against those of Vodafone and O2."

The business price plans cater specifically to the needs of SMEs, offering users considerable flexibility - the company is given a bundle of minutes, messages and data to share among its users each month. This allows for fluctuations in usage from user to user and ensures customers always get the best value for money. Calls between users on the network are free and all costs come under one bill meaning greater savings and less hassle when it comes to account management.

Customers can avail of 99.5% voice and text coverage and further benefit from mobile broadband services, free inter-network calls and EU roaming rates which are 33% better value than any other operator in the market.

Bundled Price Plans

While price has been the main driver in new business wins, Connell says that Pure has also seen increasing demand from customers for bundled price plans and better customer service. "With our mobile phone offering we can now go to customers and say here's what we can save you on your fixed line, add on another 30% in savings on your mobile and if you bundle the two we'll give you a further 10-15%. That, and a guarantee that you'll always have your calls to Pure Telecom answered by a real human, makes our proposition stand out in a crowded market."

A recent ComReg study, undertaken by Millward Brown, reveals a fall in market share for the former monopoly Eircom with the channels opening up for competition within the telecoms sector.



Pure's Paul Connell (left) and Alan McGonnell

Business users in particular are proving more inclined to switch their operators in favour of better rates and more personable customer service.

On signing up to Pure Telecom, a dedicated client manager is assigned to a customer's account; all future queries are handled in one simple phone call and, where required, followed up with an e-mail so the customer is always fully informed and has a record of the feedback.

Pure@home

Founded in 2002, Pure Telecom proved profitable within its first 18 months of trading and has been profitable every quarter since - something very rare for an Irish telecoms company. Customer numbers and revenue continue to grow, with Pure now setting its sights on the residential market since acquiring NewTel Communications last September. With this new division, Pure@home, the company aims to bring Pure's customer service philosophy to the residential market and grow this area of the business by solidifying relationships with customers from day one.

"Customer loyalty and referrals have helped get Pure to where it is today. We have a long-standing customer base and demand continues to grow through recommendations from our existing clients, which is the greatest accolade. There's no reason why we can't emulate this in the residential market," says Connell.

For further information on Pure Telecom and its services, Lo Call: 1800 930 393 or log onto www.puretelecom.ie