

## PLMR

– An award-winning public affairs, PR and digital marketing agency headquartered in Westminster



PLMR realised huge **TOTAL SAVINGS OF 65%** over a new 24-month contract, which included a **122% INCREASE** in their **HANDSET FUND**.

## Challenges

- PLMR had staggered contract end dates, making it difficult to negotiate discounts on renewal
- Additionally, they had individual plans with individual data allowances, which didn't allow any offset between low and high data users in any given month, i.e. no pooling of data
- The account was managed by the EE Small Business Team, which offered less attractive discounts than a Corporate contract with reduced flexibility and inferior account management
- The brief: Due to the company's growth, the current plan did not offer the flexibility they required, and this needed addressing along with delivering lower monthly costs and securing a meaningful handset fund at renewal.

## Solution

Using Billmonitor's unique, evidence-based software, the team compiled a multifaceted approach:

- Securing a shared data pool, which gave PLMR greater flexibility across their users and consistency of billing
- Negotiating a hardware fund, which met future handset requirements without the need to replace the current handsets at the start of the new contract
- Instructing EE to write the new contract on a co-terminus basis to avoid staggered contract end dates while securing an agreed hardware fund for all new future connections

## Results

- Comprehensive support to ensure a smooth transition on renewal
- A huge **TOTAL SAVINGS OF 65%** over a new 24-month contract
- A **122% INCREASE IN THEIR HANDSET FUND** compared to their previous contract

## PLMR's profile

PLMR is an award-winning public affairs, PR and digital marketing agency, headquartered in Westminster at the heart of the UK's political scene, and with regional office around the UK. With more than 50 consultants working across a wide range of sectors with various specialisms, PLMR is one of Britain's fastest-growing communications companies.

**PLMR**  
 Established in **2006**  
 Office: **London**  
 Connections: **46**  
 Employees:  
**approx. 50**

## Increased flexibility without disruption

PLMR wanted to stay with their current provider to avoid the disruption of moving networks. However, they needed EE to offer a plan that was not only competitive, but also suited their growth and size by giving them more flexibility in terms of a hardware fund, without the need to take handsets from the outset. They also wanted to be able to add new connections as they grew while avoiding the trap of staggered contract end dates. Billmonitor carried out a comprehensive analysis of the clients' current mobile phone bills and operator to identify a suitable plan to:

- Offer increased flexibility
- Deliver lower monthly costs
- Secure a meaningful handset fund at renewal.

Utilising Billmonitor's established relationship within the EE Corporate Team, the team were able to agree an internal transfer, which gave PLMR the required flexibility on renewal along with a handset fund that met their needs. In addition, Billmonitor's unique, evidence-based software was able to analyse PLMR's mobile phone bills and negotiate the right plan and terms for their new contract. This resulted in lower monthly cash costs and doubled the amount of their previous hardware fund.

Commenting on the PLMR account, Senior Account Manager Jamie Boulton said:

*"I was impressed by how efficiently the account was managed on individual connection contracts when we started the project. However, the contract was simply no longer fit for purpose as PLMR has experienced significant growth over the last few years. The move to a corporate contract enabled PLMR to achieve huge savings along with a significantly increased handset fund without having to change providers. This is a common issue, where a business has an initially efficient contract that has not been adjusted to take account of subsequent growth."*