

MTM is a specialist research and digital strategy consultancy. Their expertise spans across many different sectors, covering media and entertainment, technology and telecoms, sports, arts and culture, and the public and third sectors. Providing services in four interrelated practice areas: Consumer insight Digital Futures Strategy and growth Change, they offer hands-on support and a fresh perspective to some of the world's leading brands and organizations. MTM's recent clients including the BBC, BT and Yahoo work with their consulting team who are advertising industry specialists with many years of experience. Due to the rapid growth of the company, Speakserve were approach to improve and expand MTM's conferencing experience.

The Challenge

- Prior to Speakserve, MTM were using an all-inclusive bundle package provided by Powownow. This provided 0844 numbers, which when used on mobiles and for international calls were costly.
- MTM had a BYOD policy where each employee was given £50 credit each month, however when using the premium rate numbers this credit was quickly used up.
- Conferencing was limited to only three shared rooms which did not support the companies demand for call usage and in addition did not offer the option to record calls. With only three conferencing rooms, MTM had a shared calendar to manage booking, which was challenging for office management and restricted call usage.
- Their conference package previously had a limited conference function on mobiles which was an obstacle given the rapid growth of the company.
- MTM wanted to rebill calls in a well-organized manner, however this option was not available with their previous provider.

The Solution

- ✓ Initially, Speakserve set up a conferencing account for each employee meaning that there were no conflicting issues with booking calls and they could be scheduled with ease.
- ✓ MTM were provided with UK and international dialling numbers for a more cost effective solution, thus removing premium rates charges.
- ✓ Within MTM's user portal, Speakserve set up an admin account to receive post call summaries. Calls were referenced and sent via email to the admin account, which assign each client or project a reference. This resulted in the efficient rebilling of calls.
- ✓ The Speakserve call portal offered the flexibility of recording calls. Once the calls were finished, the recordings could be retrieved instantly.
- ✓ After a successful adoption period with Speakserve, MTM wanted to further adapt their portal. Speakserve customized developed a new streamline booking and referencing system, bespoke to MTM's specific requirements.



Overview: MTM is a specialist research and strategy consultancy with clients including BBC, BT and Yahoo.

Challenge: Using costly 0844 numbers, premium rates, conferencing limited to 3 rooms, no option to record calls, no way to recharge calls.

Solution: Each employee was assigned a conferencing account, the removal of premium rates by supplying UK and international numbers, set up of a admin portal to receive post call summaries, flexible call recordings, customized portal.

The Benefits of MTM Using Speakserve

- ✓ Cost effective solution
- ✓ Unlimited accounts
- ✓ Over 120 international numbers
- ✓ Bespoke development
- ✓ Call Planner Portal
- ✓ Effective rebilling