



The Communicator

A Monthly Telecom Update from RAM Communications

Vol 2
Issue 6

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2003

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Stopping The Slam . .

Thousands of businesses become the unfortunate victims of 'phone slamming' every year. Phone slamming is the illegal practice of changing your long distance service to another provider without your company's permission. I'll be very blunt. RAM has seen more documented cases of slamming during 2003 than in the past five years combined. Specifically, we have handled several dozen cases involving AT&T, Qwest and MCI.

There are several ways your company can prevent slamming. The best way to prevent slamming is assuring your lines are 'picc frozen'. Essentially, this provision ensures your local provider is aware of your appropriate long distance carrier and guarantees that only you, the customer, can initiate any changes.

RAM can help you complete this process quickly and easily. We also recommend that clients add additional security measures. Did you know your phone company can provide a password for your account? It's true. Some of our clients have used

passwords on all their telecom accounts. So, if a competitor, or other unauthorized user calls the phone company looking for your information, the account can't be opened without your password.

Clarity equals accountability. It is crucial to keep good records of all your phone and internet services. Businesses are often surprised to find out the phone company's information is not only outdated - it's often wrong. This is why RAM tracks all phone numbers, account numbers and contracts for all the services we sell. Proper documentation helps ensure further accountability with the phone company. RAM can help you organize all your records for better clarity and understanding. In the process, your business will probably discover safe ways to cut costs, cut unnecessary services and add security.

Acronym Corner

PRI *Primary Rate Interface*

Specialized T1 phone service for business

MSO *Mobil Switching Office*

The cellular equivalent of the landline central office building

CSU *Channel Service Unit*

Passes voice data between the service provider and phone system equipment

Saving Clients Time, Money and Aggravation



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Waste Not Want Not

Are your phone services as efficient and economical as they could be? Let's put this another way. Is your business spending money on unused or outdated phone services? RAM Communications is here to help your business's telecom needs. The current economic climate demands efficiency and that's exactly what your business should look for in its telecommunications.

A great example of telecommunications waste is centrex phone service. For reasons unknown, some service providers still push centrex as a business solution. Centrex hasn't been a solution for ten years. Centrex provides features like call transfer and three-way calling. Centrex service, however, is about 30% more expensive than enhanced business lines which offer these options a la carte. After RAM audits a company's services, management usually finds their employees only use one or two centrex features. Enhanced business lines are a much better option. All local phone companies offer this product. Call transfer is the most commonly used centrex

feature. An enhanced business line can be ordered with call transfer and nothing else. **Based on current SBC rates, businesses can easily save \$10.00 per line per month using enhanced service over centrex with call transfer.** (\$10.00 per line can add up pretty quickly!) Today's small business phone systems provide all the features of centrex with better reliability and ease of use. If your business has a late-model phone system or is considering a new one, ask your vendor to provide a list of available features. The right phone system features enable a one time expenditure rather than making ongoing payments to the phone company.

Business phone lines are an ideal solution for offices of ten to fifteen employees. However, **if your business uses more than twenty business lines, take a look at PRI phone service.** PRI requires special phone equipment; however, this digital solution can handle much higher call volumes for less money than an equivalent amount of regular business lines. PRI is also much easier to manage over the long haul. The client can add or delete phone numbers quickly and easily without depending on the phone company. This is a good thing!

These are just two common opportunities your business can take advantage of. There are dozens of telecommunication scenarios we can analyze for your business and deliver reliable savings in the process.

Saving Clients Time, Money and Aggravation