



*A Partner You Can Trust*

# CASE STUDY



## ABC DELIVERS SAVINGS TO REGIS CORPORATION

*Review of telecom spend identifies additional profits*

### Minneapolis – 2005

American Business Communication (ABC) has had the opportunity to help a large international retailer optimize multiple aspects of their telecom environment. Regis Corporation, headquartered in Minneapolis, MN, is the world's largest company in the salon industry. With over \$3 million annually at the time in local, long distance, data, and other telecom expenses, the impact of increasing telecom expenses against profits caught senior management's attention.

**THEIR PROBLEM:**  
Telecom spend was increasing unproportionately compared to revenue and growth.



**CONTINUED BELOW...**

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Regis hired ABC to assess the situation and provide visibility into the root cause of the telecom expense increases. Inherent in the salon industry are several key factors that play into telecom spend and the challenge of expense management:

- 10,000 North American salon locations under multiple trade styles.
- Frequent acquisitions and integration into corporate structure.
- High churn rate for site managers and staff, mobile management team.
- Thousands of invoices from hundreds of carriers.
- Need for quick response rate and a dedicated support environment.

BILL AUDITING

INVENTORY ASSESSMENT

COST & EXPENSE MANAGEMENT

ABC's benefits included:

- Contracted Master Service Agreements, creating a same environment setting for salon groupings, including pricing, features, and services.
- Established E-billing practices, creating an on-line portal for billing information access.
- Consolidated accounts, reducing the quantity and complexity of invoices and accounts.
- Created Invoice, Ticket, and Inventory systems for synchronous information exchange and advanced activity tracking and resolution.

SERVICE/SYSTEM PROCUREMENT

SUPPORT OUTSOURCING

As Regis has more than doubled in size since first hiring ABC in 2001, ABC continues to maintain a complete management solution, diligently reviewing bills, contracts, usage patterns, and acquisition management and integration.

CARRIER NEGOTIATION

By partnering with ABC, Regis has reduced telecom spend by more than one-third. Inventories, expense, and location management are available a click or call away, an option not previously available. Contracts are negotiated and managed in a manner to benefit Regis, not the carrier.

MANAGED SERVICES

#### THE SOLUTION:

**ABC helped reduce telecom spend and FTE costs over \$1.13 million annually.**

LEGAL & REGULATORY

#### **About American Business Communication Inc.**

American Business Communication Inc.'s (ABC) Managed Telecommunications Services help businesses identify, manage, and reduce expenses and optimize assets and environments enterprise-wide. Founded in 1990, ABC has provided our clients over \$200 million in documented savings for voice, data, video, and wireless costs, with much of those savings in direct reimbursements, immediately impacting the bottom line. ABC assists in enhancing productivity, reducing costs, and streamlining services, protecting and improving profits. ABC identifies and delivers its solutions through the following services: Bill Auditing, Inventory Assessment, Carrier Selection & Negotiation, Service & System Procurement, Cost & Expense Management, Legal & Regulatory Aid, and Outsourced Support. To learn more about ABC, visit [www.ambuscom.com](http://www.ambuscom.com).