

CASE STUDY

JUMP FOR FUN COMPTON, CA

"Telcom Insight provided just the analysis and assistance we needed to eliminate some services we didn't need, switch to a new vendor with better service, lower our costs significantly, and find out which of our ad campaigns was working best."

Richard London, CEO, Jump for Fun, Compton, CA

IN BRIEF

THE CHALLENGE

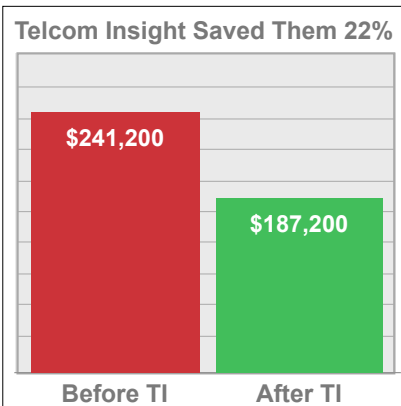
The client wanted to reduce their telecom spending and better understand the effectiveness of their advertising.

THE SOLUTION

Telcom Insight evaluated their phone bills and reshaped Jump for Fun's telecom structure.

THE RESULTS

TI's analysis of the client's phone bills led them to reduce the client's costs by 22%.



IN DETAIL

* THE COMPANY

Jump For Fun offers a wide variety of inflatable party items, from the basic moon bounce to exciting inflatable obstacle courses, climbing walls, and ball pits. While most companies of this type can only service small local areas, Jump for Fun offers its services nationwide. With a large national customer base, Jump for Fun caters to all ages and party ideas, with products that fit everyone's needs.

* THE CHALLENGE

Jump For Fun felt their company was paying too much for voice and data services, but were not expert in the terminology used in their invoices, and did not understand how costs could be reduced. They also were unsure as to the effectiveness of their advertising campaigns, and wanted a better method of measuring their multiple campaigns.

The client was set up with voice services from Sprint, but felt they the resulting costs were simply too high. They were looking for a way to reduce costs, and began studying their phone bills in order to begin doing so. However, they had no experience dealing with telecom invoices, and found it difficult to understand how to analyze them or how to negotiate with their service providers to cut costs without sacrificing quality of service.

Additionally, the client used Yellow Pages to post ads throughout the country. However, there was no system in place to help them evaluate the effectiveness of the ads. Jump for Fun management sought a solution that would keep costs low and allow them to effectively use their marketing tools to grow the business.

* THE SOLUTION

Telcom Insight evaluated their phone bills and reshaped Jump for Fun's telecom structure. TI proposed that the client switch services from Sprint to Telepacific and cut out several unused phone lines. In addition, TI recommended that the client set up toll-free numbers as a method of gauging the effectiveness of their Yellow Pages ads.

* THE RESULTS

TI's analysis of the client's phone bills led them to reduce the client's costs by 22%.

- By switching from Sprint to Telepacific, the client's bill went from \$6,700 per month down to \$5,200 per month, which amounted to a savings of \$54,000 or 22% over a three-year period.
- The client took TI's recommendation and installed 300 toll-free numbers, each corresponding to a different ad in the Yellow Pages. This allowed them to track which ads were most effective, and it gave them more control over their marketing.