

# THE DX BILL

BY JOHN LAFFERTY



## Advertorial - IMS Franking

Sam's Concerned about her DX Bill. It was that time of the year again, Sam had just had her renewal through from DX and she was not sure how to approach the partners with the new costs.

Sam had worked for Griffiths Braniff & Newton for 5 years now, and during that time she was proud to have been able to show a saving on almost all equipment and services under her control, yet with the DX she had had an increase every year, and yet she had no way of knowing if the charges were correct.

Her franking machine metered her Royal Mail post, so there was no dispute as to what was spent, and yet the DX system offered her a 50% discount on the Royal Mail stamp prices, she had no way of proving that that was what she was getting.

This was the only system she used that was not monitored in some way. Sam always completed the 2 week usage charts supplied by DX, but unless she was prepared to do this every day she would have to live with their costs.

Sam went to the senior partner with the latest bill, and as with every year there were groans of discontent as he signed the cheque for the coming year. Sam was determined not to have to go through the same process again next year.

How can I prove or disprove their bills was her only nagging doubt, and so she embarked on a search to see if she could find someone to help her. Sam found many companies who would come in and monitor the throughput of Griffiths Braniff & Newton's DX mail, but surely that would be expensive? After a telephone conversation with a couple of consultants, Sam was told she could either have a consultant in on a "no saving no fee basis", or that there was a machine, they would recommend, that would do some of the work for her, much the same way as her franking machine does.

George at C & R consultancy explained they worked in conjunction with a company called FP-IMS who had a machine, called an Ultimail DX, and that she should call them for no-obligation advice. With that Sam called FP-IMS and spoke to a nice man called Ben, he explained that the system was new to the market and would monitor their DX throughput,

and then Sam could produce a report from the Ultimail DX to argue her case with the DX representative.

After a full demonstration of the system Sam took the sample reports to the senior partner who agreed the rental costs for the machine, which was delivered and installed two weeks later by a very helpful young man.

Six months later Sam now has a monthly report printed by the machine, which she keeps in her DX file ready for the visit next year of the nice DX representative. This time she is looking forward to the visit as she can prove that over the past 6 months her Ultimail DX has shown that her actual spend via DX should be 30% lower than she has paid for.

Since having the system installed Sam has found that she is not the only one in this situation and she has made many new friends whilst talking to other firms who have the very same problem.

Sam is now looking at her franking machine costs as well, as at the time of her initial discussion with Ben at FP-IMS she was told that the Ultimail DX would quite happily frank her mail as well, and that she would therefore not require her existing franking machine, and so she has doubled her savings by cancelling her franking machine lease.

If you are in a similar situation to Sam please call [FP-IMS on 0870 066 3526](tel:0870 066 3526).

