

Case Study

Citizens Bank®



Identified and recovered over \$20,000 in owed credits



Renegotiated RingCentral contract saving \$28,000 in year-one savings and \$14,000 annually for the remainder of their contract



\$144,000 in hard dollar savings achieved in first year, 620% of original \$20,000 savings estimate

The Situation

Citizens Bank, a 30-location financial services institution, was undertaking a two-year plan to optimize costs and modernize their communications infrastructure. They selected zLinq Communications Lifecycle Management to drive annual cost savings of \$20,000 by updating and auditing their communications inventory and augmenting their 7-person IT team's efforts around securing SLA credits, managing disconnects, and assisting with contract negotiations.



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Challenges

- Modernize and harden telecom/communications systems
- Identify cost optimization opportunities equaling \$20,000/year
- Contract management & negotiation
- Limited IT resources to support 30 locations

Solution

- zLinq Communications Lifecycle Management
- Inventory build and audit
- Spend benchmarking analysis
- Contract renegotiation
- DIA to broadband migration
- Credit reclamation
- Budget Neutral Guarantee



zLinq Advantage

Citizens Bank, like most banks with multiple locations, have contracts with several carriers. And while much effort is put into the initial negotiations to ensure favorable terms, carrier contracts are notoriously complicated. Language around future rate increases or auto-renewal dates are easy to miss, leading to overspend and limiting the ability to update aging or insufficient equipment and services.

Avoiding these pitfalls not only requires a deep understanding of carrier contracts, but also the inside knowledge of what carriers are willing and able to negotiate. The zLinq Client Services team averages 15 years of telecom carrier management experience and manage millions of dollars in client telecom spend. This not only allows them to ask the right questions but also gives them leverage to negotiate the best solution.