

**CASE STUDY:**

**Singer Equipment-Wireless Savings**



**Account Background**

Singer Equipment Company is one of the six largest distributors of foodservice equipment and supplies in the country. Singer was founded in 1918 and has become the dominant equipment and supplies dealer in the mid-Atlantic region as a result of exceptional customer service.

**Solution and Savings**

In 2 short months, Chorus and Cellular Optimization generated **\$99,600** in annualized savings and has reduced the average cost per user from \$75.11 to \$39.92. The savings was generated based on 573 changes across Singer's domestic spend of voice, data, text and tethering generating a monthly savings of \$8,300.

Chorus and Cellular Optimization also found additional savings by submitting 153 changes regarding the removal of insurance and lines that showed zero usage. These changes generated a monthly savings of \$2,637.24.

Chorus and Cellular Optimization is projecting savings to continue to grow as more historical data becomes available and plans and features are fine tuned to the customer's usage trends. Cellular Optimizations' ongoing management will continue to adjust usage parameters as demand in specific categories increases and decreases to maximize savings.



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