

# SPA Future Thinking researches the market in cost reduction

CLIENT:	SPA Future Thinking
SECTOR:	Market Research
COST CATEGORIES:	Office Stationery, Printed Stationery, Couriers, Fixed Telecoms

## THE CLIENT

SPA Future Thinking was formed in 1994 and is now one of the larger full service independent market research companies in the UK. SPA Future Thinking is based in central London with additional offices in High Wycombe and Oxford.

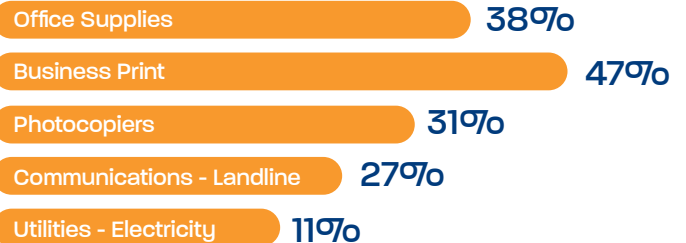
## THE CHALLENGE

Manoj Pabari of Expense Reduction Analysts (ERA), who managed the client relationship, describes the background to his engagement with the market research company, "When some of SPA Future Thinking's clients started to cut their budgets and request discounts, they recognised that they would need to look at ways of stopping their net margin from being eroded. Controlling expenditure more tightly than ever was the obvious solution."

Jo Lockett, Chief Operating Officer at SPA Future Thinking, takes up the story, "This is our second time using Expense Reduction Analysts and we were originally referred to them by one of our clients whose husband is an Expense Reduction Analysts consultant. We used them most recently on three projects that ran at the same time. With three projects running concurrently in very different subject areas, it would have been folly to attempt to reduce these costs as an internal exercise. Not only because we do not have the expertise, but we also wouldn't have had the resource (staff and time) to draw them to a satisfactory conclusion."

Manoj Pabari continues, "I was fortunate to work with some very experienced consultants in these areas - Paul Miers on Office Supplies, Derek Hodd on Business Print, Brian Pinner on Photocopiers, Tom Cooper on Communications and Keith Southwell on Utilities. They all found significant savings for SPA Future Thinking."

## SUMMARY OF SAVINGS



"I cannot recommend Expense Reduction Analysts highly enough. Their specialists quietly and diligently get on with negotiating the best deals with the most suitable suppliers and present their recommendations in a simple to understand and succinct report."

JO LOCKETT  
CFO, SPA FUTURE THINKING

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## COMPLETE EXPERTS IN THEIR FIELDS

Jo Lockett agrees, “Expense Reduction Analysts consultants are complete experts in their respective fields and what they don’t know about their subject matter, be it photocopier, landline or utilities suppliers, you could write on the back of a postage stamp. They are by far the best placed people to negotiate any deals as they speak the jargon and are fully aware of any of the suppliers’ sales spin that may be used to persuade buyers to stay in contract.

“We found that a number of the projects needed quick action, because they had cancellation notice periods which were almost expired. Manoj’s colleagues worked quickly and efficiently to ensure we got the best possible outcome even up against these time constraints.”

## MORE THAN JUST FINANCIAL BENEFITS

Such expertise and dedication often mean that ERA consultants can offer their clients more than just financial benefits. Tom Cooper describes an example in the provision of landline communications, “Communication is very important for a market research company, of course, and they naturally wanted the best possible deal (I was able to offer a different solution, including bundled minutes on a range of call types), but I was also able to deliver greatly enhanced service from their new supplier.

“In comparison with the previous incumbent, SPA Future Thinking now has a landline provider who will work with them, whom they can call in the event of any problem and question, and from whom they receive an extremely quick response. That is hugely valuable in their field.”

Jo Lockett sums up the benefit of SPA Future Thinking’s partnership with ERA, “I cannot recommend them highly enough. Their specialists quietly and diligently get on with negotiating the best deals with the most suitable suppliers and present their recommendations in a simple to understand and succinct report. I trusted their judgement and felt secure that the correct decisions had been made with a minimum amount of fuss on my behalf.”

