

# A Telco *of your own*



Daniel Crespi

Telcoinbox has entered the UK market riding high on a wave of success achieved in their Australian home market. Comms Business talks to UK CEO Daniel Crespi to find out what is behind that success and how their new market model will work over here.

From a standing start in 2002, Telcoinbox has grown revenues to £40m. The company offers anyone with a phone, internet connection and a laptop the opportunity to become their own telephone company. The company creates, supplies and supports telecommunications businesses.

UK CEO, Daniel Crespi, "Telcoinbox is a young and dynamic company where the focus is firmly placed on the culture of the business. We aim to get the right people on the bus and the wrong people off the bus where applicable. We hire on attitude before experience, recognise achievement and celebrate wins in style. This same approach is taken with our customers, or partners as we prefer to call them, and the culture is equally important in relation to our relationship with them as well. This business doesn't suit everyone.

"Why are we in the UK? In the first instance one of largest customers in Australia requested we opened up here but we also found that the 'sweet spots' for our business model were also very similar to those in the UK market. We see the SME market here 'screaming out' for good service and stability from telecoms providers. We are therefore setting out to create, service and supply telephone companies to deliver on that need.

"For our service providers we put everything in a box — as per the name — so that everything you need to become a telco is there. There is network access for fixed line, mobile, broadband, plus all the customer relationship management systems, billing and reporting and training.

"Our business model allows an individual with a mobile phone, a computer and an internet connection to tie into the Telcoinbox systems to create a business from anywhere they choose. Our partners own the customers they sign, the commercial relationships they foster and the brand they build.

"Today we can provide our service providers a full range of services in the UK; voice, internet and mobile but will always be looking for new products to add to that portfolio. Uniquely, we can add to our portfolio very quickly."

## Support and Training

Telcoinbox offers a true franchise model with full support for our service providers. There is no need for a partner to be an expert; they can be business minded people with a unique proposition with which to differentiate themselves.

Daniel Crespi, "We can and do provide all the support needed so that all our service providers have to do is 'Just Add Customers', place their orders via our easy to use portal and we will do the rest. The franchise owns the customer and the commercial relationship. In turn our relationship with our franchised service providers is genuine — it won't work if the relationship is not a two-way street.

"We spend time with our service providers to help them develop their business and promote the culture of 'we're in this together' throughout that relationship.

"Why should service providers go for this model? Well it is a real and genuine opportunity to run your own telco business. Our partners can take control of their own future, own their own business, and create a lifestyle they choose of their own accord. We have more than 100 successful service provider partners in Australia who love the flexibility we can provide them.

"An investment on the part of the service provider is required to demonstrate commitment but our driver is not that investment fee which is there to also cover our set-up costs and make sure our partners have skin in the game.

"We openly launched our sales operations this June in the UK and already have two service providers up and running, together with a very deep pipeline.

"Telcoinbox and our partners are not seeking to compete in the same market as the BTs of this world. Our aim is to be the most reliable and stable Telecoms company in the UK, where the market is crying out for that sense of longevity. We are playing to our strengths, identifying niche markets we feel are not being adequately addressed right now and pointing our service providers in that direction. We're not just out to make money, rather we want to build successful businesses for our partners. It's as simple as that."