



Go Fly Limited, voted the best UK low-cost airline in the Telegraph Awards 2001, chose Smith Bellerby as their partner in an important on-going initiative to reduce business overheads.

Go was set up in 1997, originally as the low-cost arm of British Airways. BA's short haul operations at the time were losing money and showed little prospect of breaking into the black. At the same time the challenge of low-cost carriers using a business model pioneered in the US were making inroads into BA's market. Having rapidly established themselves in this new market sector and turned into the black ahead of target in only their third year of operation, Go became an independent company in June 2001 following a Management buy-out by Barbara Cassani and her team, and scooped the prestigious Telegraph Award in their first "stand-alone" year. They currently fly to more than 20 European destinations from bases at Stansted, Bristol and East Midlands, and plan to expand the number of bases and their fleet of aircraft significantly over the next five years.

In such a highly competitive market, there is a strong focus on cost management as a critical success factor for the company. Blair Stewart, Head of IT, engaged the services of Steve Bellerby and Jenny Smith from Smith Bellerby to examine their spend on voice telecommunications traffic to and from Go's headquarters at Enterprise House, Stansted Airport. Steve and Jenny spent a week, based within the Go call centre at Stansted, reviewing current contracts and spend levels. After an intensive period of analysis lasting two months, and following negotiations with prospective suppliers, they presented their findings, which when fully implemented, will represent a substantial annual saving on existing expenditure, which runs well into six figures.

Not surprisingly, Go's Management Team were delighted. Oliver Wigdahl, Head of Sales, commented, "we knew that we had some work to do to get better value on our communications traffic, but we had no idea how much could be saved. It is inconceivable that we could have completed this exercise ourselves within the very tight timescales".

The subsequent implementation of the recommendations has gone very smoothly, with no disruptions to Go's call centre operations, which are obviously critical to their business operations. Steve and Jenny have been retained by Go to review telecommunications expenditure on a monthly basis, and have also been asked to carry out a range of other projects, including research into call centre hardware and software functionality in preparation for future expansion.

Further work on mobiles and data, together with a number of other expenditure categories, is expected – as Blair Stewart said, "we are absolutely delighted with the service that we have received from Smith Bellerby and are now keen to look at many other areas for cost-saving. We will line them up as quickly as they can review them for us".



From left to right:
Blair Stewart (Go Fly) and Steve Bellerby (Smith Bellerby)

