

'KPN Company drivers cut costs by millions'

KPN goes green

The pilot project for KPN company car drivers showed the ConferenceCard to be a successful tool for saving time and money and sparing the environment at the same time. According to fleet manager Jan Vos, closely involved in the pilot project from the outset, these are objectives KPN considers important. 'We try to conduct our business in a socially responsible way,' he says. 'The environment occupies a prominent position in these efforts.'

Working differently

The decision to involve KPN company car drivers in the pilot project was a logical one, says Vos. 'We already have the details of the drivers. We know exactly who has a company car and where to reach them. A company car driver is somebody who is frequently on the road to visit customers. Through the ConferenceCard, we want to bring about a change of behaviour, an awareness-building process. You don't always need to go by car to meet with a customer. Using the ConferenceCard to hold a teleconference with several participants is a great alternative.'

Success is sum of parts

The ConferenceCard is easy to use, with no barriers. It allows the cardholder to anticipate important developments. None of the participants needs to make any extra investments in technology to be able to conference in this way. 'The ConferenceCard is all you need,' says Vos. 'Together with the cost savings, these are the success factors of the ConferenceCard. Cardholders can use their working time more efficiently. The support given by management and our top-down approach were instrumental in the success of the project. Other large companies are now also using this tool.' Promotion is often by word of mouth. That's logical because if a ConferenceCard holder meets a customer in a teleconference, the customer is likely to become enthusiastic as well – it works both ways.

Building support

Vos is very satisfied with how things have worked out so far. 'The project showed that the ConferenceCard can save us € 6 million a year. Reactions were positive, like 'Strange we never thought of this before'. Once we had made another group of employees aware of the existence of the ConferenceCard, the use made of the card increased enormously. Our objective is to make even more people within and outside KPN aware of the benefits of working this way. It has advantages not only for company car drivers, but also employees who use their own vehicles. In fact, I'd say every manager should have a ConferenceCard.'

KPN ConferenceCard

The ConferenceCard enables you to hold meetings wherever and whenever you want. You can meet by telephone or with web-based support. The card allows you to give a presentation remotely, take participants on a tour of a website or show an application that runs on your PC. For more information: call 0800-0156 (+31 70 343 44 34) or visit www.kpnconferencing.com.