

AVOXI Billing Analysis

Prepared by David Madison

Executive Summary

I reviewed three months of call records and the two rate tabs. Clients are billed per full minute. Vendors bill using different increments. Based on those rules, overall gross margin is **39.59%** on **\$84,540.40** in revenue and **\$51,072.52** in cost. If mobile rates rise 7% and landline rates rise 20%, gross margin improves to **46.37%**.

Metric	Current	After Mobile +7% / Landline +20%
Revenue	\$84,540.40	\$95,236.83
Cost	\$51,072.52	\$51,072.52
Gross Margin \$	\$33,467.88	\$44,164.30
Gross Margin %	39.59%	46.37%

How the numbers were calculated

- Client charges: each call is rounded up to the next minute.
- Vendor costs: per 6 seconds; per second; per minute; first 30 seconds then per 6 seconds; or every 30 seconds, depending on vendor.
- The “Called From” field selects the landline or mobile rate.
- Gross Margin % = (Revenue – Cost) / Revenue.

Vendor Summary

Vendor	Total Cost (\$)	Billed ÷ Actual Seconds	Billing Method
Vendor 4	19,275.99	1.03x	First 30s, then every 6s
Vendor 1	18,487.05	1.01x	Every 6s
Vendor 3	7,186.48	1.14x	Per minute
Vendor 2	4,483.61	1.00x	Per second
Vendor 5	1,639.39	1.09x	Every 30s

Recommendations

1. Raise landline prices ~20% and mobile ~7%. This clears a 45% margin target.
2. Route short calls to per second vendors when quality allows.
3. Track margin monthly by country, carrier, and client to spot pressure early.
4. Revisit pricing and routing for the United States, Chile, and Australia.

Data window: Jan–Mar 2025. Values rounded to two decimals.

Certification Statement:

I hereby certify that the data, calculations, and analysis contained in this report were prepared by me and are accurate to the best of my knowledge and professional ability.

Signed,

David Madison

David Madison

Date: _____