



CTI GROUP

CaseStudy
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Manx Telecom – Analysis and Dynamic Reports

CTI Group Gives Manx Telecom the Competitive Edge Over Island's Comms Providers



Summary

Following demand from one its high-end corporate customers requiring a clearer electronic bill, Manx Telecom approached CTI Group in a bid to obtain a secure and flexible eBilling solution to offer its customers. Manx realised that by ensuring clear and concise visibility over its customers' use of telecoms and Internet services, a competitive advantage could be gained over other comms providers on the Isle of Man.

Within the allocated three month time slot, Manx Telecom implemented Analysis, a bill analysis tool to enable the telco to provide its customers with an electronic bill providing a clear overview of all telecoms - including mobile - and Internet use throughout their customers' organisations. In addition to this, Manx Telecom has chosen to deliver bills via email to SME and residential customers using CTI Group's Dynamic Reports solution, to ensure green and flexible billing for said customers.

The Company

Based on the Isle of Man, Manx Telecom was founded in 1987 and as a wholly owned subsidiary of O2, offers a portfolio of fixed and mobile telephony services, predominantly for customers on the island. In addition to this, as an Internet Service Provider (ISP), Manx Telecom delivers a portfolio of quality Internet access and hosting products and services to both corporate and residential customers.

The Requirements

Manx Telecom is licensed to run fixed and mobile telephony and Internet services for business customers on the island and throughout the UK. In September 2007, Manx Telecom was approached by one of its corporate clients, which required a clearer overview of the activity taking place on their account. Mobile activity was of particular concern, with increasing reliance on the mobile handset, not only for calls but for Internet and email access. Manx Telecom realised that by providing its customers with clear itemised listings and customised electronic bills, it could generate an enhanced experience for users and better overall customer service.

Andrew Quayle, Manx Telecom's Computer Systems Development Manager comments; "Previously, the corporate

client that came forward was receiving an electronic bill over email in PDF format, but required finer detail on usage and also in a format that they could really delve into and manage to their benefit in-house."

The Solution

CTI Group offers a variety of eBilling solutions, including the popular tool 'Analysis'. Known for its innovative and intuitive design, Analysis provides users with a transparent electronic bill which is accessible via an online dashboard, giving the customer a clear outline of its usage. This information is defined into one of three categories; invoice, user and trends. Here, customers can drill down to gain an instant overview summarising individual, departmental or company spend.

Quayle comments; "CTI Group took the time to come over to the island on a number of occasions – something other providers weren't prepared to do – to demo the Analysis Solution and also present to the board the difference the tool could make to our business and meet our needs." CTI Group started working on the project in October 2007, with the promise that the solution would be up and running by January 2008 to meet the demands the corporate customer had specifically requested.



“Analysis is designed for telcos that want to gain a competitive advantage by providing actionable data for corporate and enterprise customers to use to their advantage by highlighting and eliminating areas of wasteful spend,” comments Warren Drummond, CTI Group’s Head of Product. “Analysis is a perfect fit for customers such as Manx Telecom as it gives them the flexibility to not only add data analysis services to their existing portfolio, but also the capability to analyse use of telephony and Internet services and mark up additional services ad-hoc.”

The Benefits

CTI Group worked closely with the Manx Telecom team to ensure that all objectives were met by the designated deadline.

The experience been a positive one for Manx Telecom, its end users have reported positive feedback regarding the solution having real business benefit in the time saved once the bill has been received. Reportedly, customers were taking three days to analyse and break down their company’s telephone bill to gain a clear overview of their comms use. Now at the simple click of a button, relevant contacts within the organisation have access to a secure, streamlined bill which can be broken down to their liking depending on the information required.

The experience endured by employees at Manx Telecom selling the solution has also been a positive one. “Feedback from our team is that the solution is easy to demo and sells itself, as the benefits are implicit to the corporate businesses we are hitting,” explains Quayle. “We’ve been thoroughly impressed with the nature CTI Group has approached and executed the project, offering us very experienced in-house contacts throughout. Any queries have been resolved very quickly indeed,” explains Quayle. “Even a few months after we went ‘live’, CTI Group ensured that handover to our tech support was completed effectively and efficiently.”

As well as implementing the Analysis solution for its corporate and enterprise customers, Manx Telecom has opted to utilise CTI Group’s emailed ‘Dynamic Reports’ as a means to deliver bills for its SME and residential customers.

FACTS AT A GLANCE

The Situation

Manx Telecom required a secure and flexible eBilling solution to offer its customers the ability to access clear and concise information on their use of telecoms and Internet services, giving them a competitive advantage over other comms providers on the Isle of Man

The Requirements

A billing solution that could be accessed and delivered electronically only by designated members of staff

A fast three month turnaround to meet required deadline from one of Manx Telecom’s end users which required the solution to be in place January 2008

The installation of said eBilling solution to not be affected by Christmas period

A solution that would allow the telco to gain competitive advantage over other service providers on the Isle of Man

The Solution

CTI Group’s Analysis

Analysis, is a market-leading bill analysis tool which enables telecom operators to gain competitive advantage by providing a greater depth of bill transparency, enhanced design and usability, invoice analysis, trend analysis, multiple company structure analysis and API integration

The Benefits

By utilising Analysis from CTI Group, Manx Telecom can now provide streamlined bills electronically to customers of the corporate nature to assist them in gaining a clearer view of comms systems usage and ultimately spend broken down by user, department or organisation

Analysis enables Manx Telecom to deliver comprehensive billing securely to the appropriate contact at their customer’s base without compromising the security of sensitive data

The Dynamic Reports billing solution now allows a more fluid delivery of bills to SME and residential customers for Manx Telecom, allowing them to ‘green’ their business by negating the need for issuing paper bills