tw telecom Optimizes Service Delivery and Eliminates Customer Billing Issues with Lavastorm

RESULTS:

Lavastorm has provided a holistic view of customer behavior and business processes, resulting in improved customer experience, enhanced service assurance rates, and a reduction in billing errors. The visibility offered through this unique approach is an entirely new capability, allowing multiple perspectives for customer issue analysis. By putting the correct monitoring controls in place, critical services are provisioned correctly with an emphasis on quality transactions that avoid customer service interruptions or negative issues in general.

"With this solution, we can take a proactive role in our customer experience, network management and business processes – capturing problems early, or even prior to their occurrence, and fixing issues before they touch the customer."

Atilla Tinic, Vice President of IT, tw telecom

CUSTOMER PROFILE

tw telecom inc. (Nasdaq: TWTC) is a leading provider of managed services, including business ethernet, converged and IP VPN solutions for enterprises throughout the world.

tw telecom has the third highest market share of retail business ethernet ports in service, their own metro fiber networks and one of the ten most interconnected IP backbones in the world. Furthermore, tw telecom has a reputation for their national and local customer care teams that deliver the highest rated customer experience in the industry.

SITUATION

Communications service providers (CSPs) are presented with a continuous influx of data, and are increasingly dependent on both technology and people to sort and act upon the insights gleaned from this wealth of information. At any step of the way, even the smallest error can have a negative impact for the customer and drive up support costs for the organization.

Further, the data CSPs are presented with is not only vast, but dynamic—making data aggregation and analysis all the more challenging. CSPs are forced to look at customer and business process data separately rather than in one comprehensive view as individual operations – like ordering and service provisioning – are often sorted into separate data silos, preventing holistic optimization. Despite having one of the highest-rated customer experiences in the industry, tw telecom recognized that they could improve service even further by better managing data across the enterprise and eliminating the disconnected view of customer data that was affecting too many customer experiences.

SOLUTION

The company set out to reorganize how enterprise information is aggregated and to enhance the business processes that affect the customer experience. The cornerstone of this change rested on establishing an environment that improved data quality, operational assurance, asset management and revenue assurance. They turned to Lavastorm, which is able to provide a central location for enterprise data correlation, including ordering, billing, inventory, cost, ERP and network information.

This correlated data not only provides a holistic view of the customer but also allows tw telecom to track and audit transactions for their entire lifecycle as they traverse all enterprise systems. Business rules implemented in Lavastorm identify error and warning conditions, and thus allow for rapid response to issues like billing errors.

Lavastorm also brings significant business benefits beyond traditional business intelligence and data warehousing solutions, which are focused solely on reporting or static analytics. tw telecom used Lavastorm's continuous audit capability to monitor customer service and billing operations on an ongoing basis to assure that those processes stayed on track. Acting as a reconciliation engine, Lavastorm sits on top of their enterprise systems, enabling business rules to create near real-time audits that are integrated back into the same workflow that the operations group uses on a daily basis.

BENEFITS

For the tw telecom team, Lavastorm has provided a holistic view of customer behavior and business processes, resulting in improved customer experience, enhanced service assurance rates, and a reduction in billing errors.

Enhanced Service Assurance Rates

By putting the correct monitoring controls in place, critical services are provisioned correctly with an emphasis on quality transactions that avoid customer service interruptions or negative issues in general. Furthermore, the audit analytics capability of Lavastorm allows for complex audits and minimizes the need to build intricate code in enterprise systems. As a result, system maintenance, enhancements and new product deployments are made easier.

Fewer Billing Errors

Lavastorm continuously monitors order and bill transactions and audits them against the expected performance to ensure billing accuracy for both improved revenue assurance and cost savings. Through these audits, tw telecom has saved significant costs through a reduction in carrier billing errors alone. In the first full year of using the Lavastorm solution, revenue assurance recoveries were higher than the previous year.

Holistic Customer Experience Management

The visibility offered through this unique approach is an entirely new capability, providing the organization with the ability to triangulate and gain multiple perspectives for customer issue analysis. In turn, tw telecom can take a proactive role in customer and network issues, exceeding their quality standards. The reconciliation engine not only improves the quality of the individual operations, but also improves the alignment of various departments and functions, saving money in operational expenditures.

"With Lavastorm, we've been able to transform the way we look at data. The platform allows us to corral disparate data and gain a complete picture of both customers and network operations. With this, we can take the necessary actions to ensure each subscriber has the best experiences possible – the first time, every time."

Atilla Tinic, Vice President of IT, tw telecom