

CASE STUDY

With TNS, Pioneer Telephone Cooperative Cost-Effectively Delivers Accurate Calling Name Information



Transaction Network Services (TNS) is the leading provider of network services designed to meet the needs of carriers operating current generation IP networks or traditional circuit switched networks

The Situation

What do you do when the inaccuracy of your caller name (CNAM) service is undermining the level of service your customers have come to expect? That was the challenge facing Pioneer Telephone Cooperative, the fourth largest rural telephone cooperative in the United States. Pioneer provides a range of residential and business services – including local telephone, long distance, Internet access, and digital TV services – to more than 140,000 members/customers. “Our customers were inquiring about our Calling Name services because occasionally, our provider was either displaying no information or incorrect information. Moreover, it didn’t consistently display CNAM for wireless callers,” explains Mike Sanders, Central Office Supervisor for Wireline, Pioneer Telephone.

Not only does TNS provide a superior service in terms of quality, consistency, and coverage, it does so at an affordable price.

Mike Sanders, Central Office Supervisor for Wireline, Pioneer Telephone.

The Challenge

Across all of its offerings, Pioneer aims to deliver quality services that lead to the highest levels of customer satisfaction. Unfortunately, the company was relying on a CNAM solution that failed to meet those standards. While service center calls – and the associated costs – were on the rise, customer satisfaction with Calling Name was on the decline.

“We dedicated numerous resources to responding to trouble tickets. In fact, it took two to three technicians five hours per week on average to investigate and troubleshoot the issues,” says Sanders.

Pioneer knew it had to address the situation quickly.

The Solution

Kent Weems, Central Office Division Manager for Pioneer Telephone, evaluated a number of options before choosing Calling Name Delivery and Calling Name Storage from Transaction Network Services (TNS).

TNS operates one of the largest independent calling name databases in North America. While Caller ID Delivery enables service providers to offer Caller ID with name, Calling Name Storage allows their subscribers’ Calling Name information to be delivered nationwide. Interconnection agreements with all major calling name databases ensure consistent, nationwide coverage of calling name data. Plus, TNS’ independent calling name databases only accept records sourced from the provisioning operator, ensuring accurate and complete Calling Name information.

At-a-Glance

Company

Pioneer Telephone Cooperative

Industry

Telecommunications

Challenge

Ensure accurate, consistent caller name (CNAM) information display

Solutions

- Calling Name Delivery
- Calling Name Storage

Results

- Gained ability to consistently deliver accurate Calling Name information to wireline and digital TV subscribers
- Significant savings over previous service provider
- Virtually eliminated Calling Name-related complaints
- Freed employees to work on strategic projects, resulting in higher employee productivity and satisfaction



Transaction Network Services

Pioneer – Continued.

In addition to the quality of Calling Name data – and extent of wireless caller name data – delivered by TNS, Pioneer was pleased with the implementation. “The process was much simpler than with our previous provider. We completed a questionnaire, chose a time frame for making the switch, and were up and running in less than 4 hours – that includes the initial implementation meeting,” says Sanders.

Results

Eliminating Trouble Tickets and Lowering Costs

Pioneer hasn't survived more than 56 years in business by chance. “We make it a priority to deliver the best possible service. Keeping customers satisfied is what gives us a competitive advantage,” continues Sanders.

Now that the TNS services are in place, Calling Name-related trouble tickets have been virtually eliminated. “Where we used to spend five hours per week responding to customer complaints, we've only received one customer complaint in the eight months we've been a TNS customer,” says Sanders.

On top of reducing call center costs, Pioneer benefited from the simplicity of the TNS deployment model. While it was forced to purchase and implement firewalls and other networking equipment

to use its previous CNAM service, Pioneer uses its already established SS7 connectivity to link with TNS. “The TNS services have already paid for themselves,” explains Sanders.

Freeing Valuable Resources

With fewer trouble tickets to address, Pioneer can allocate its resources more effectively. Now the company's technicians can spend time on strategic projects and other issues without interruption. “The TNS CNAM services help relieve what should never have been an issue in the first place. That means we can keep employees focused on important areas of the business. And our employees are much happier working on projects that deliver strategic value to our customers,” continues Sanders.

Satisfying Customer Expectations Cost-Effectively

According to Sanders, customers expect Pioneer to offer Calling Name without fail. “While consumers view Calling Name as a commodity, we understand the complex provisioning that occurs behind the scenes to make it happen. Not only does TNS provide superior service in terms of quality, consistency and coverage, it does so at an affordable price. In fact, TNS services cost significantly less than we were paying our previous service provider,” explains Sanders.

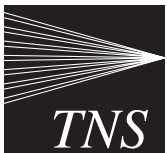
Enhancing its Competitive Edge

Keeping up with rapidly evolving technological changes and consumer demands is no small feat. Today's consumers expect Calling Name to be part of the package delivered by telecommunications service providers, especially since mobile phones and digital TVs are able to receive and display CNAM information. “With TNS, we can deliver Calling Name to wireless and digital TV subscribers, and that enables us to establish an even greater edge over our competitors,” says Sanders.

In fact, Pioneer is considering rolling out nationwide CNAM delivery to wireless. “We already have the back-office processes in place. Now with the TNS services, we can make this a reality,” concludes Sanders.



One Connection – A World of Opportunities



For more information, please email us at tsdsales@tnsi.com, call +1 703 453 8440, or visit www.tnsi.com