Sprint Canada Bill Analysis Tool

CLIENT PROFILE

Sprint Canada Inc. is one of Canada's leading national communications solutions companies, offering voice, data and online services. With headquarters in Toronto, Sprint Canada operates in 17 locations across the country. Sprint Canada offers a full range of telecommunications products and services to all market segments — from long-distance to virtual private networks and data networking. Sprint Canada provides service to residential customers, small businesses, major corporations and governments.

BUSINESS CHALLENGE

Sprint Canada realized that long-distance service was increasingly being viewed as a commodity and that the company needed to differentiate itself from the competition without relying solely on price.

Sprint felt that a natural way to achieve this goal was to solidify its existing market advantage in Call Detail reporting by offering a long-distance cost management software tool to large business customers.

PARTNERING FOR SUCCESS

To realize the goal of successfully differentiating its long-distance products in the aggressive and fast moving telecommunications industry, Sprint Canada needed a partner; a partner that could not only provide the technical expertise but also could develop and implement the solution rapidly while ensuring a problem free introduction.

Sprint Canada chose Trigon as its partner for this strategic project. Trigon helped Sprint define the requirements, design a solution and implement it in less than six months.

Since the original launch, Sprint and Trigon have continued to work closely, updating the package to ensure that Sprint's Bill Analysis software remains the premier service offering in the Canadian marketplace.

DELIVERING THE SOLUTION

Trigon helped Sprint go from not having a telecommunications cost management software tool to leap-frogging the rest of the industry and delivering the premier service in Canada in only six months.

The process for designing a solution began with an intensive week long RAD workshop. The cross-functional team from Sprint convened with a team from Trigon to assess the competition and articulate the vision and objectives for Sprint's cost management software package. Trigon then applied the most appropriate technologies to deliver the solution.

> **"The Bill Analysis software package developed, for us by Trigon, is one of the most significant competitive advantages Sprint has in the long-distance market today."**
>
> David Parkes
> President
> Sprint Canada Inc.

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MANAGING CHANGE

A key factor in the success of the project was Trigon's ability to manage change.

In the telecommunications industry, nothing is exempt from change, and Trigon continually made necessary adjustments to the project while ensuring that the original project objectives were never compromised.

ACHIEVING GOALS

The key benefits of the system are:

- Increased sales by offering a premier call management tool to customers.

- Reduced costs by eliminating the high cost of handling, printing and distributing expensive paper-based call detail reports.

- Improved customer satisfaction by providing a tool to perform analysis, to spot trends and patterns in their business, which show where, and how they can do more as well as the ability to recapture and re-bill telecom costs quickly and easily.

- Increased customer retention by providing Sprint Canada customers with the most effective and easy to use cost management software package available in the industry.

- Improved Sprint Canada's corporate image by (1) providing customers with a technically advanced software product and (2) demonstrating environmental awareness by reducing the volume of paper based reports generated.

RESULTS

Today over three thousand of Sprint's largest and strategically most important customers use the Bill Analysis software package. Internally, Bill Analysis is viewed as one of Sprint's most significant competitive advantages in the long-distance marketplace.

ABOUT TRIGON

Trigon Computer Solutions Ltd. is an information technology solutions provider, delivering advanced e-Business products and services to the communications industry.

For more information about Trigon's ability to provide e-Business solutions to your company, contact Trigon at sales@trigon.ca or call (905) 470-4044.

> "The Trigon team worked with Sprint to develop and implement the premier telecommunications cost management software in the industry, with a timetable and a budget that the big names said was impossible."
>
> Bruce Asano
> Product Manager
> Sprint Canada Inc.