



**Customer:** Mohave Wireless, LLC  
**Web Site:** mohavewireless.com  
**Customer Size:** 15,000 subscribers  
**Country/Region:** United States  
**Industry:** Telecommunications  
**Partner:** Info Directions Inc.

### Customer Profile

Mohave Wireless is a rural cellular communications company that provides voice and data service over a CDMA network in Mohave Wireless County of northwestern Arizona.

### Business Situation

Mohave Wireless needed to eliminate manual processes related to orders, fulfillment and collections and gain greater visibility into their billing processes.

### Solution

The CostGuard OSS/BSS software solution from Info Directions manages rating, billing, workflow, customer care, taxation, collections, order management and selling activities to produce efficiencies throughout the back office.

### Benefits

- Captured over \$400,000 in lost revenue
- Eliminated manual billing processes
- Reduced retail transaction times by 25 percent
- Earned market advantage in the ability to offer new products

## Communications Provider Retrieves over \$400,000 in Revenue, Cuts Transaction Time by 25 Percent

### background

**Mohave Wireless is a rural cellular communications company that provides voice and data service over a CDMA network in Mohave Wireless County of northwestern Arizona – a market that includes Kingman, Bullhead City and Lake Havasu City. Providing local cellular service since 1992, Mohave Wireless is committed to delivering enhanced phone service including robust voice and call quality, while providing the latest mobile products and services to its subscriber base.**

With approximately 15,000 subscribers and nine retail locations, Mohave Wireless was experiencing enormous growth as the predominant service provider for the county. The company was suffering under the weight of an inefficient back office system that required manual processes related to orders, fulfillment and collections.

Mohave Wireless was previously operating on a billing system that was not user-friendly or intuitive. Employees were frustrated with the amount of time it took them to enter a simple order and were spending extra time gathering customer information on paper to later rekey into the system. The previous solution was difficult to navigate and offered an archaic “green screen” interface that resulted in incorrect orders that had to be corrected manually. With this system, bill runs were always occurring on a specific day and did not allow the company the flexibility of managing their own billing calendar. Mohave Wireless was searching for a way to eliminate repetitive processes and create an infrastructure for proactive monitoring and management of orders, with maximum efficiency and speed while reducing the time and cost that personnel had to spend on such processing.

Simultaneously, the company wanted to ensure that it was capturing and correctly assessing usage overages that they could not distinguish with their current solution. Leadership understood that it needed an automated system that could effectively manage rating, billing, CRM and retail operations for its growing subscriber base.

### solution

The system that Mohave Wireless adopted is the **CostGuard OSS/BSS** solution from Info Directions. CostGuard manages rating, billing, workflow, customer care, taxation, collections, order management and selling activities for telecommunications service providers. Its Web-based solution both manages billing support functions and provides workflow automation features to produce efficiencies throughout the back office.

The two companies jointly evaluated each step in Mohave Wireless’s business processes, from sales and order capture to fulfillment, customer care, and invoicing. *“Info Directions is organized and professional, which made for the smoothest billing conversion we have ever experienced,”* said Kerry Herbine, General Manager for Mohave Wireless.

By providing advice and system insight, Info Directions helped Mohave Wireless improve their business processes and maximize the benefits of their CostGuard solution. With this guidance, Mohave Wireless was able to take advantage of features such as trouble tickets and Guided Assignment to enhance the efficiency of their system. *“The new system is easy to train employees using Guided Assignment. This makes it easier to understand new products and services and offer them to customers with confidence,”* said Jill Brown, Sr. Financial Analyst for Mohave Wireless. CostGuard’s Guided Assignment feature helps salespeople and customer care representatives suggest additional services or accessories based on a customer’s previous selections.

**“CostGuard’s integrated billing, CRM and point of sale solution has helped us gain control over the billing cycle and capture previously lost revenue while eliminating extraneous operations in the process.”**

Kerry Herbine, General Manager for Mohave Wireless

With CostGuard, Mohave Wireless has the foundation needed to rate varying usage types and support a wide range of rating methods. By using CostGuard’s flexible Free Minutes capabilities, with rollover, Mohave Wireless can now craft competitive products and bundles which they could not accomplish with their previous system. The system also allows the company to be prepared for future opportunities, including the ability to bill for prorated termination fees. *“We are excited to be working with a solutions-driven company like Info Directions, and we are eager to take advantage of CostGuard’s functionality and flexibility so we can provide our subscribers with the latest service offerings,”* said Herbine. CostGuard is helping Mohave Wireless capture the details so they can focus on improving service today and prepare for new opportunities on the horizon.

By tracking customer interactions companywide, CostGuard’s CRM functions have enabled Mohave Wireless to secure greater value at each touch point in the customer relationship. The ability to create carrier-specific attributes, run live database queries and create custom reports has added critical, business-specific analytics to help the company discern important trends and understand the evolving needs of their base.

### The Learning Experience

Focused on providing a comprehensive education experience, Info Directions’ training specialists helped users at Mohave Wireless learn to adapt the CostGuard solution to meet the needs of their business. Brown praised the talents of the Info Directions training team, *“Dennis and Mike were excellent trainers. They helped us learn how to use the tools in CostGuard that were specific to us. We also appreciated being able to revisit the lessons after the event.”* At the conclusion of each session, training content is uploaded to an FTP site where clients can reference it at a later date.



### results

While adaptability is the key for other aspects of the back office, Mohave Wireless’s billing operations needed to embody stability, predictability and absolute accuracy. CostGuard’s billing capabilities have created a dependable environment that is helping Mohave Wireless manage their business to critical billing-related benchmarks. Previously, Mohave Wireless employees managed every process manually – a time-consuming and costly approach. The CostGuard solution eliminated the repetitive manual processes that required human intervention and created an infrastructure for proactive monitoring and management of orders. Together, these changes provide Mohave Wireless with greater revenue recognition and increased cash flow, while also establishing the foundation for delivering a superior customer care experience.

### Transaction Times Reduced by 25 Percent

Faster, more efficient and accurate processes are also less expensive processes. CostGuard has allowed the company to reduce retail transaction times by 25 percent. Customer care representatives gained greater visibility into invoices, dramatically reducing the time they need to research customer inquiries. By making these processes more efficient at retail locations, Mohave Wireless has been able to improve customer service.

### Over \$400,000 of Revenue Retrieved

With greater visibility into the billing process, Mohave Wireless noticed a significant difference in the number of SMS charges between their previous system and those recorded by CostGuard. The company discovered many instances of customers who were exceeding their allotted SMS units but not being charged. While the company’s previous billing system was unable to count incoming SMS messages against free units buckets, CostGuard is able to bill for these services. An estimated \$13,000 in lost usage revenue per month was retrieved by CostGuard.

Info Directions also uncovered an issue in which Mohave Wireless’s previous system was not collecting and rating Voicemail Retrieval calls for roamers on the Mohave Wireless network. These records generate an airtime and toll record in CostGuard did recover approximately \$20,000 to \$25,000 per month in revenue for Mohave Wireless.

*“CostGuard’s integrated billing, CRM and point of sale solution has helped us gain control over the billing cycle and capture previously lost revenue while eliminating extraneous operations in the process,”* said Herbine. The overall increase in Mohave Wireless’s revenue between Direct and Outcollect revenue is estimated to be \$400,000 per year.

CostGuard enabled Mohave Wireless to streamline its order-entry process to accommodate additional growth, eliminate manual processes to gain efficiencies and provide improved insight into business operations. From an operations perspective, Mohave Wireless gained a critical bottom line advantage in its ability to control the billing process and ensure greater accuracy compared to their previous system. With CostGuard, Mohave Wireless is securing a return on investment that will have a significant impact on the bottom line this year and for years to come.