



# CASE STUDY



## TOPLINE

- 20-25% savings in process cycle time for implementation scheduling due to automatic Service Order and WO issuance and updates
- 30% reduction in labor for quote/proposal issuance and contact issuance
- Reduced field tech return visits
- Subscriber attrition (churn) rate reduced to less than 4% YoY



## Regional provider delivers enterprise-class service with industry-beating operational efficiencies

Telesystem provides communications services to commercial companies ranging from small businesses to large enterprises with hundreds of locations. Based in the NW Ohio area, Telesystem provides high-quality voice, video, data, and computing solutions across their highly-advanced fiber SONET and carrier-grade Ethernet core network. For customers outside its basic service area, it procures fiber from national firms and resells it to prospects across the US. Customers have from five to 1,000 handsets and other associated hardware per site.

Telesystem's competitive differentiation includes extremely high availability compared to competitors (99.999% up time) and intensive service support. This service includes proactive notification of technical issues/outages and a customer-accessible website tracking of system outages and outstanding support tickets. CCMC's research has shown that proactive communication and prevention of/rapid resolution of problems results in higher loyalty and lower sensitivity to price.

Telesystem markets via two key channels. First, it has a combination of field sales reps supported by inside

sales staff and sales engineers. The inside sales staff also support a network of Independent Agents (IA) and Sub-agents throughout the US which bring sales opportunities (request for quote) to the inside staff. The sales and support staff are highly stable with average tenure of over eight years.

Prior to implementation of ChikPea's TOM system, sales staff would call on local leads and IAs, log opportunities into Salesforce.com and work with a sales engineer to independently produce a proposal. Pricing was negotiable and multiple options often provided. If a proposal was accepted, the signed agreement was forwarded to the implementation department for provisioning. Agreements often did not include a specific schedule and customer expectations were based on memory of previous conversations with the sales team.

Once a contract was signed, they were passed to the service delivery team. Sales reps would move on to the next order closing and implementation would take over welcoming the customer via telephone call which would also arrange scheduling. The service delivery team would enter the project

*"Our tools help Telesystem profitably deliver the superior service that allows companies their size to compete and win in a very dynamic marketplace. We're proud of any contribution we can make to their success."*

**- Adam Kleinberg  
CEO, ChikPea**

(multiple service and work orders) into an Excel spreadsheet which became the basis for work orders and planning of the needed network facilities.

Prior to ChikPea, most customer training was conducted by the field tech – some done well and some minimally. In a significant percentages of cases, when the first technician or service engineer went on premise, they would find that there were errors or omissions in the either the proposal, agreement or service order. This would often lead to a need to modify the contract and the associated work orders, all of which was done manually.

Work orders were manually tracked and customer status requests required lengthy lookups. Separate processes existed for account setup, dispatch and network provisioning. As work orders were in process, the data base was subject to stale data and timing estimates, inaccuracies and entry mistakes.

Seven major opportunities for enhanced processes were identified: proposal generation, pricing, contracting, customer welcoming, implementation, work order tracking and billing, and renewals.

### **ChikPea Selection and Implementation**

ChikPea's Telecom Order Management (TOM) system, was one of four systems reviewed. Key selection criteria included being native in Salesforce, inclusion of all CPQ, order management, provisioning, work order scheduling, tracking and modification and network specs as well as seamless linkage to billing. Further, the TOM system was easily integrated natively to the Salesforce Sales and Service Cloud systems. TOM was not the least expensive solution, but was deemed to provide the highest value for price paid.

Implementation took place over a 16-week period. First, Telesystem's processes were reviewed by two ChikPea implementation engineers who worked with the Telesystem implementation manager and sales and provisioning executives to re-engineer the quote, ordering, contracting and work order processes. The system was configured and pilot tested while staff were trained. Cutover was executed uneventfully on schedule to include 25% of customers. One month after implementation, ChikPea's chief engineer revisited for three days to identify desired enhancements.

### **Service Benefits and Innovations Made Possible by ChikPea**

#### **Configure, Price and Quote (CPQ)**

- Standardized proposal formatting and options
- Consultative selling by both field and inside sales staff supported by sales engineers
- Uniform pricing and product catalog
- Standardized discount structure with approval workflow

#### **Order Management**

- Automatic issuance of agreements with options, equipment, performance criteria
- Product and pricing integrated to billing
- Welcome and Scheduling of Provisioning
- Welcome email confirming contract provisions
- Assess customer sophistication and explanation of implementation process
- Modification of contract when needed based on welcome contacts prior to issuance of WO

## Work Order issuance and Network Reservation

- Quality review prior to dispatch of field staff
- Streamlined WO issuance
- Automatic confirmation of schedule to customer
- Tracking of WO and overall project
- Automatic flagging of scheduling or installation faults
- Testing of system

## System Cutover

- Survey of customer after every installation
- Rapid closed loop based on survey feedback

## Results and Value

- Subscriber Attrition (churn) rate less than 4 percent YoY
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## About Telesystem

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## About ChikPea

ChikPea is the premier source of enterprise-class quote-to-cash solutions for communications service providers. The ChikPea O2B/TOM suite is a 100% Salesforce native solution that includes next-level intelligent CPQ, delivery, BSS-OSS, change management, and recurring billing operations to accelerate the complete provisioning and account management process while maximizing revenue per customer.



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