



coAction.com
On Demand Business Collaboration

TelePacific Communications

TelePacific taps coAction.com to provide a unified, collaborative revenue management platform; realizes substantial cash flow gains

TelePacific[®]
COMMUNICATIONS

Abstract

TelePacific Communications is a growing telecommunications company faced with the challenge of collecting on accounts from multiple, disjointed billing systems using a vaguely defined collections process. The coAction.com Revenue Manager platform enabled TelePacific to unify all of their outstanding receivables into a single platform while still maintaining the ability to report on performance of each of the back-end systems separately. Additionally, the coAction.com automation engine enabled TelePacific to apply intelligent, system-driven rules to their portfolio assignments and receivables, billing and payment processes. The efficiency improvements from the coAction.com platform enabled TelePacific to realize a 68% reduction in overdue receivables while reducing their collections staff by 25%

Background

TelePacific Communications (TelePacific) is a rapidly growing Competitive Local Exchange Carrier (CLEC) that has grown into the largest competitor to AT&T, Verizon and CenturyLink in California, expanded operations into Nevada and Texas, and extended its network reach nationwide and globally to serve multi-location customers all over the world. TelePacific services 40,000 plus business customers and generates over \$550 million in annual revenue. Businesses in the local exchange carrier telecommunications industry face unique challenges in the collection of their outstanding receivables; namely that they are a regulated industry and therefore limited in the types and frequencies of collections activities. As a result of their growth and acquisitions, TelePacific's collections department was separated into different teams, working with multiple disparate backend systems, with minimal technology available to assist in their collections processes. TelePacific was looking for a partner that could help them take a systematic approach to their receivables process, solve the business challenges they were facing, and improve their service levels while reducing departmental redundancies, which is where the we at coAction.com came into the picture.

Challenges

During our initial analysis and discussions with TelePacific, we identified several key pain points that were directly affecting TelePacific's cash flow and customer service. Some highlights of these challenges are:

- The revenue department was working on multiple disconnected billing systems
- Receivables Management were largely spreadsheet driven, with little collaboration between agents, and minimal clarity into the process available to managers
- A significant portion of the portfolio was overdue, with a disproportionate amount significantly (180+ days) past due, directly impacting TelePacific's cash flow
- Overlapping/unclear staff responsibilities led to increased operational redundancies

- Service disconnects were an expensive process, requiring significant effort in tracking down case history as well as manual production of the warning and service disconnect notices required by law
- A lack of clear communications audit trails impacted customer service and increased the difficulty of recovering leased equipment and early termination fees

Solution & Benefits

Leveraging the features of coAction.com platform, we were able to directly address and solve TelePacific's major operational challenges through the following:

- Integrating their multiple back end billing systems (FX, CMS and TelWest) into a unified revenue management platform (coAction.com) allowed creation of a single Customer Financial Services group with access to all billing systems data in one place
- coAction.com is a highly configurable, flexible platform that was customized to meet TelePacific's unique business needs while maintaining a consistent, easy-to-use interface
- The shared, collaborative nature of the coAction.com platform provides complete clarity of revenue, billing and payment activities to both users and managers
- coAction's rules-driven automation engine automatically assigns the revenue portfolio to the correct team members, improving the flow of accounts through the various sub-teams involved in the process
- Rules-based workflows automatically prompt users for the correct collections activity on the correct days, minimizing overlooked accounts
- Configurable management dashboards and analytics provide real-time insights to managers, enabling rapid response to staffing issues and process adjustments
- Development of an automatic process for the production of warning and disconnect letters has dramatically reduced the cost and effort associated with service disconnects
- Incorporation of the Treasury (significantly overdue) and Recovery (early termination fees and equipment returns) teams onto the platform reduces redundancies and eliminates the need for additional cross-team communications

2016 Numbers

- Avg of 300+ accounts touched per day
- Portfolio breakdown:

Group	Number of Accounts	Open Dollar Value
Collections	~ 34,000	~42.4 million
Treasury	~1,800	~8.6 million
Recovery	~1,200	~1.6

Results

Implementation of coAction.com Revenue Manager has resulted in significant, measurable cash flow and bottom line gains for TelePacific, including:

- A 68% reduction in overdue receivable dollars
- Virtual elimination of egregiously (180+) past due receivables
- TelePacific was able to reduce the size of their revenue management staff by 25% while improving their overall customer service ratings
- TelePacific realized reduction in the cost of managing service disconnects
- All collections activities are now performed on a single platform, which improves management oversight while providing a scalable platform for future growth
- Automated letters process reducing costs
- New systems integrated adding to overall value

Conclusion

Leveraging the advanced collaborative features of the coAction.com Revenue Manager platform, TelePacific Communications realized significant Return on Investment while resolving several key challenges for their receivables management teams. TelePacific has recently signed a multi-year extension with coAction.com to continue to enhance their receivables management processes. Future initiatives include integration of the receivables portfolio from a recent corporate acquisition onto the coAction.com platform as well as discussion of additional ways to improve cash flow.