



Frontier Gets a Clear Picture with Scorecard, Teradata

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For a dozen years, [Scorecard Systems Inc.](#)'s mantra and mission have been to provide a single version of the truth for service providers to accurately report their numbers. The Sarbanes-Oxley bill since has made this an imperative and competition has driven the requirement beyond reporting to intelligence gathering.

Scorecard has gone on to develop plug-in applications for revenue assurance, usage statistics, commissioning, trouble ticketing, cost analysis as well as front-end tools that allow customers to slice and dice data themselves. But the heart of its solution and the reason the company teamed with [Teradata](#) to service [Frontier Communications](#) recently is all about subscriber analysis.

Frontier, the second largest rural local exchange carrier — at least until the CenturyTel and Embarq deal closes — now is using Teradata's Active Enterprise Data Warehouse and Scorecard Systems' subscriber analysis application to gain better insight into customer behavior.

Understanding customer behavior sometimes is misunderstood as getting into the minds of customers somehow, but this is more about understanding what it means that 500 customers added, say, messaging last week. It's about knowing how to categorize that action and make strategic use of it.

CEOs may want to know how many activations they got in Des Moines the day before, but they're likely to get different answers depending on whether they are asking sales, finance or marketing. "They may get the same number at a high level, but as soon as they get

down to how many bought what rate plan or were sold by what sales person, the whole thing falls apart," said Simon Marwood, CEO of Scorecard Systems.

Frontier is looking for significantly more insight into its customer and product movement. Scott DeLap, director of financial systems and reporting at Frontier, said the combination of a Teradata Enterprise Data Warehouse and Scorecard's Subscriber Analysis Application gives the company great visibility into the needs and usage patterns of its customer base.

"Traditionally, fixed-line carriers have relied upon hard-coded reporting platforms that do not give deep insight into value-added service and bundled activity," DeLap said. "In contrast, our new deployment gives Frontier accurate, auditable and deep insight into migration paths, feature-level churn and other key metrics."

He added that the Teradata platform allows Frontier to link this data with all of its other key enterprise information and to process it quickly.

"We have a strong partnership with Teradata that lets us leverage both companies' strengths," Marwood said. "With the sheer volume of data we are working with it helps to be able to churn through the data at a rapid pace so when the customer comes in the next morning it is all there for them."

Scorecard has partnered with Teradata and other data warehousing and analytics companies to extend its capabilities. And having its Subscriber Analysis Application running directly from the Teradata warehouse lets Frontier apply business rules and business intelligence tools more uniformly and with more detailed and accurate reporting and analysis.

Marwood said that by accelerating the flow of information about customers' responses to product and service offerings, Frontier easily can adjust the business rules and linkages between products without a large IT development effort.

"When the vice president of sales comes to work in the morning the first question is not how many calls were dropped yesterday, but what did I sell and where am I losing customers. That's the foundation for where we start," Marwood said. "We can answer any question about customers: their movements, the kind of revenue they generate and the cost of servicing them."

Scorecard's partnership with Teradata also helps Frontier apply predictive analysis capabilities as well, thanks in large part to Teradata's Enterprise Data Warehouse.

For a company that provides voice services, data, Internet, wireless Internet and DISH satellite TV it is important to provide a 360-degree view of the customer across all those products. It provides for better, faster decision making, said David Grant, vice president of global industry solutions, Teradata. "Frontier is continuing to distinguish itself by focusing on areas that impact customer experience. Putting the customer first promotes their loyalty, resulting in profitability across products and services," he said.

Scorecard also has had a lot of success on the wireless front, including implementations at MetroPCS and Cellular One. At MetroPCS, Scorecard was selected last quarter to provide subscriber and service analysis across the organization. The company provides wireless service in a dozen major markets and has more than 4.6 million subscribers. It is using scorecard in particular to improve visibility into churn and acquisition activity for reporting purposes.

Cellular One was looking for subscriber analysis to help with the conversion of its billing systems after its series of acquisitions. It also used Scorecard to more quickly make changes to its business rules and reporting structures for its service territories in Montana, Wyoming, Oklahoma and Texas.

"During a billing conversion, there is always the fear service providers will lose the ability to access customer data in the new system. So we help maintain the customer history so you're not sending [new customer] letters to people who have been your customer for 15 years."