Customer Success Story

The Need

When Cincinnati Bell Wireless decided that one of the best ways to exceed its sales goals was to be able to manage the sales process every day, by sales rep, by rate plan and by customer, they issued an RFP to major software companies including Scorecard Systems.

The need was an organization that understood the subscriber-based telecom-reporting paradigm and could provide an automated sales reporting and analysis tool that could also pay the direct and indirect sales forces' commissions. After evaluating all of the options, Cincinnati Bell Wireless chose Scorecard Systems due to its in-depth understanding and experience with the subscriber reporting model and industry-specific focus.

The Solution

On the first day of the company's soft launch, the system was online, and it has never looked back. Cincinnati Bell Wireless has had one of the fastest market launches in the PCS industry, and is able to track the results at any level of detail, long before the start of business the next day. The company has avoided having sales managers, reps, and financial managers concentrating on endlessly reconciling sales and churn numbers.

Scorecard brought its industry expertise to bear in designing a consistent set of business rules to be used by all departments from the outset, avoiding the quandary that many companies face with having different numbers from different departments. This has allowed for the implementation of an automated system that loads data from the company's billing system every morning. A process automatically restructures the data to account for new dealers or rate plans, and is available to users without any manual intervention. All users now report their departmental numbers using this single, consistent data source, and are able to generate results from either an EIS interface or Microsoft Excel in a split-second.

Customer Testimonial

"Scorecard knew exactly what to do, and delivered what we needed, when we needed it, without us having to teach or manage them. Their solution fit our business to a tee."
- Chip Burke, Director of Information Technology, Cincinnati Bell Wireless

"Turning on the Scorecard System is the first thing I do when I arrive at work. Through this tool, I can see how all of my staff and the retailers they support are performing, every day. If you asked me what would improve this system, my answer would be simple: nothing!"
- Michael Gordon, Director of Indirect Sales, Cincinnati Bell Wireless