# Customer Success Story

## The Need

Triton PCS' network covers 13 million POPs in the Southeast, including Virginia, the Carolinas, and parts of Georgia and Tennessee. Triton needed a way to monitor sales, churn and revenue results quickly and effectively, both in their corporate office and their regional locations.

"We started out by using canned reports from the billing system, and requesting a new report every time we needed something new, which often times resulted in incomplete or inaccurate information," said Bill Robinson, Triton PCS' VP and Controller. "Triton needed a reporting system that could provide complete and accurate information on a timely basis, consistently, and was flexible enough to allow for ad hoc analysis and in depth review."

## The Solution

Scorecard held a series of business rules sessions with Triton executives and had soon designed a set of metrics that were defined consistently throughout the company. Within 60 days, the Scorecard EIS solution was implemented in the corporate and regional offices. Executives receive a text message on their PCS phones each morning displaying the previous day's results. Users throughout the company use both the EIS and spreadsheet interfaces to track distribution channel success, rate plan mixes, ARPU reports and historical trends. Dozens of automated reports at the mobile number level are distributed automatically on a daily basis to assist on churn reduction, accounts receivable and roaming reconciliation efforts.

The success of this implementation has led Triton PCS to use Scorecard to implement an ever-growing number of data analysis applications in diverse areas including Finance, Customer Care and Marketing.

## Customer Testimonial

*"Scorecard came in and knew our business, knew our billing system, and knew our selling model. They have taken the lead on all of our reporting and analysis solutions and has positioned us as a leader amongst telecom companies in our ability to report accurate and timely information in a form that is meaningful to all users, both internal and external."*

- *Bill Robinson, Senior VP - Operations, Triton PCS*

*"All of our executives use this tool. It has been a real plus for our company and made the world of difference in accessing up-to-date customer information."*

- *Kristine Robinson, VP - Customer Service and Administrative Systems, Triton PCS*