



## Microsoft .NET Framework 3.0 Customer Solution Case Study

# jitterbug®

**Customer:** GreatCall Inc.  
**Web Site:** [www.jitterbug.com](http://www.jitterbug.com)  
**Customer Size:** 100-5,000  
**Country or Region:** United States  
**Industry:** Telecommunications  
**Partner:** Info Directions Inc.

### Customer Profile

GreatCall Inc., based in Del Mar, Calif., is a national mobile network provider and the creator of Jitterbug, a cellular phone designed for and marketed to Baby Boomers and their parents.

### Software and Services

- Products
  - Microsoft Office 2003, 2007
  - Microsoft Office Visio 2003, 2007
  - Microsoft Office Live Meeting
  - Microsoft Visual Studio .NET 2005
  - Microsoft Exchange Server 2003
  - Microsoft Internet Security and Acceleration Server 2006
  - Microsoft SQL Server 2005
  - Windows Server 2003 Enterprise Edition
  - Microsoft Project Server 2003
  - Windows Vista
  - Windows XP Professional
- Technologies
  - Microsoft .NET Framework

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## Cellular Provider Manages Sizzling Growth with .NET System for Operations and Billing

“By implementing these new IT solutions, we were able to keep up with our tremendous growth and provide the services that our customers expect and deserve.”

Ray Morris, Chief Operating Officer, GreatCall Inc.

*GreatCall and its Jitterbug cell phone and service experienced blazing growth. Jitterbug's existing billing and operations systems were unable to keep up. After implementing the Info Directions' CostGuard® XG operations and billing system, a product built on a Microsoft .NET framework, GreatCall averaged faster processing times than the previous system's best time, reduced the billing process time to less than two days and handled soaring growth.*

### Business Needs

GreatCall, Inc., of Del Mar, California, is a mobile virtual network operator (MVNO) that developed a cell phone and service targeted to Baby Boomers and seniors. Its offerings proved so popular that the company was experiencing enormous growth on a monthly basis. GreatCall's patchwork system of internally developed and off-the-shelf products for order entry, catalogs, receivables, collections, customer-contact management and other operations simply was overwhelmed.

Service levels suffered at care centers and the company's ability to add new customers and get phones into its customers' hands was severely hampered. Simultaneously, the company wanted to exploit its new national retail partnerships, which required different logistics processes. Leadership understood that it needed an automated system if it was to avoid the fate of other MVNOs that had crashed under the weight of their own success for lack of back-end systems that served their needs.

## Solution

GreatCall found solutions that were good at billing or order entry, others that worked well for product catalog or customer care, but none that worked comprehensively for all billing and operations areas. Then they found CostGuard XG, offered by Info Directions of Rochester, New York.

GreatCall determined that Info Directions had the most comprehensive platform with CostGuard XG and could also perform the most complete integration with external applications -- one of the many benefits of building on the Microsoft .NET framework. Even though Info Directions was separated from GreatCall by thousands of miles, it would be able to host all the hardware and software for CostGuard XG at its New York office and roll out the solutions to GreatCall's care centers in Del Mar and Carlsbad, California; and extended to their partners in Auburn Hills, Michigan; Richmond, Virginia; and Jamestown, New York.

CostGuard XG also permitted the introduction of many new features. For example, an agent could place an order on hold if the caller wanted to consider the purchase before completing the sale. Previously, potential customers had to start the process over if they called back after deciding to buy. Moreover, the Microsoft-based technology brought up all order management functions through a single interface, and automated workflow capabilities ensured that any errors received the appropriate attention.

At the Info Directions headquarters in Rochester and at GreatCall's Del Mar offices, the system ran in conjunction with Microsoft SQL Server 2005, which provided

reports for analysis, along with Microsoft's Internet Information Services server, Windows Server and Microsoft Office all integrated with the hosted software. Info Directions was able to send out Excel sheets daily to executives and investors in GreatCall to keep them up to date on activity that had occurred in the previous 24 hours, as well as daily trending information.

## Benefits

CostGuard XG, with its Microsoft foundation, enabled GreatCall to streamline its order-entry process to accommodate additional growth, eliminate manual processes to gain efficiencies, support new sales channels and provide improved insight into business operations.

- From day one, CostGuard XG's average processing times were faster than the best time of the previous system.
- The time needed to process and approve each billing was slashed from two weeks to less than two days with CostGuard XG.
- Customer care representatives gained greater visibility into invoices, dramatically reducing the time they needed to research customer inquiries and improving customer service.
- While the retail phone available in stores required a completely separate set of operational processes than did Jitterbug direct sales, the Microsoft-based system supported both channels, with retail sales increasing nearly 12-fold within six months after launch.
- Executives now have real-time sales data through a dashboard that monitors crucial elements like churn rates, new-subscriber activations, channel performance and sales by plan.