



CUSTOMER SOLUTION CASE STUDY

Union Wireless is a leading telecommunications service provider based in Mountain View, Wyoming. The company serves Wyoming, Northwestern Colorado, and parts of Utah and Montana with a vast regional wireless voice and high-speed data network.

Family owned and operated, John D. Woody founded Union Telephone Company in 1914. In the early 1990's, the company transitioned to cellular service, and today Union Wireless has more towers throughout Wyoming than any other wireless provider.

Unlike the national wireless companies, Union provides mobile service in both cities and rural areas, places that other wireless carriers typically don't cover. They also provide landline telephone service and high-speed home Internet in select communities. True to the company's roots, the focus is still to serve the people and communities that have supported them through the years.

Business Needs

Over many successful years of communications service, Union has evolved from a small-town local landline provider to a rapidly growing regional wireless provider with national and international roaming partners. They currently have approximately 300 employees, 14 retail store locations, 20 authorized agents and more than 300 company owned towers.

The company's quick growth—doubling both their wireless customer base and their product offerings in a short period—compelled them to re-evaluate the effectiveness of their legacy systems and look for a long-term solution that would support their business needs. To meet their objectives of continued growth and expanding into new markets, the benefits of migrating to a convergent wireless and wireline B/OSS system were very clear.



Solution & Benefits

Union Wireless chose IDI Billing Solutions to help support and grow their business. The comprehensive CostGuard® Billing & OSS platform, integrated with their own applications, provided a number of benefits:

- CostGuard's **integrated Point of Sale** significantly improved sales activation times and improved the overall customer experience.
- CostGuard's Product Catalog featuring Guided Assignment provides a **faster, easier, and more accurate** framework for assigning accessories and handsets, while maintaining high data integrity.
- **A significant amount of unbilled revenue was identified** using CostGuard's Rating & Billing engine. This allowed Union to recover hundreds of thousands in late fees, discounts, penalties, and other services that had previously been missed.
- **Billing time was reduced by 50%** and billing accuracy has increased. Bills are now sent out to customers faster, without the need for manual adjustments.
- **Inventory Efficiencies:** CostGuard's Retail Inventory has **significantly improved accuracy** and reduced the manual hours previously required to track inventory.
- **Security Simplified:** CostGuard's Admin Console GUI has tightened the controls around user permissions and **dramatically reduced the set-up time for new and existing users.**

"The Collections & Treatment feature in CostGuard allows us to set triggered actions on accounts. With this new solution, we can now identify accounts before they become seriously delinquent and **maximize our revenue.**"

"Cycle counting functionality built into CostGuard Inventory has helped us with **inventory accuracy**, which helps control costs."

"CostGuard is **much easier to set up.** The system provides better accountability and visibility."

"Security permissions that used to take up to 1 hour to set up, **now take about 3 to 5 minutes.** We no longer have to configure permissions through a database, they're now configurable through the Admin Console GUI."

Stacey Aughe
Chief Administrative Officer
Union Wireless