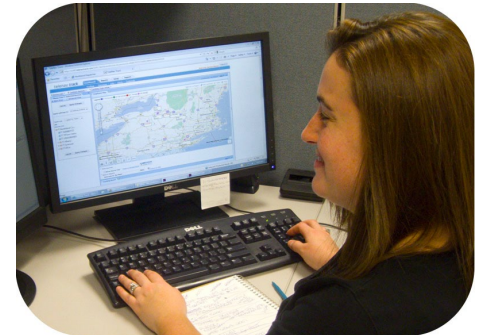


## Field Services

Telecommunications



Telecommunications company saves \$150,000 annually with TeleNav systems integration



### BENEFITS OF TELENNAV

- Operational efficiency**  
 With wireless forms and systems integration, Northland Communications streamlines communication and eliminates paper and data entry.
- Strong ROI**  
 Productivity gains from TeleNav Enterprise solution translate to \$150,000 in annual savings, primarily through savings in equivalent man-hours, easily covering the cost of the system. TeleNav Track has enabled Northland Communications to redirect hundreds of hours of work to more productive activities.
- Competitive differentiation**  
 With a 30 percent reduction in customer lead times and detailed business intelligence, Northland Communications edges out the competition.

### SITUATION

Founded in 1905, Northland Communications provides business communication solutions such as telephone systems, voice and Internet services to over 5,000 customers in central New York. Facing tighter margins and increased competition, the company developed a sweeping operational improvement initiative, largely based on a TeleNav Enterprise solution. Having integrated TeleNav Track with its proprietary order and billing system and Microsoft Exchange, Northland Communications relies on TeleNav Track for GPS tracking, efficient dispatching, field data capture, business intelligence and more.

### CHALLENGE

In 2008, with demand decreasing, Northland Communications used the recession as a catalyst for operational improvements to increase margins and improve customer service. Beginning with dispatch improvements and ending with systems integration, the company uses TeleNav Track to its fullest potential.

### SOLUTION

The most beneficial of the company's operational improvements is integrating 25 lines of TeleNav Track Premium with their proprietary order and billing system, Northland Convergence. Rather than relying on paper order forms, tedious data entry and multiple phone calls, dispatchers now send order details to technicians' BlackBerry 9700s. After completing jobs, technicians send details through TeleNav Track's wireless forms. Systems are updated in minutes, providing critical CRM information to customer support teams.

"Our scheduling system integrates TeleNav [Track] with Northland Convergence CRM and Outlook Exchange, giving us a view of technicians' calendars, scheduled jobs and work history," said Matt Dwyer, Northland Communications senior vice president.

Streamlining operations has improved customer service. "We've reduced lead times by 30 percent since implementing the TeleNav solution," said Dwyer. "We've also improved our ability to respond to critical orders by quickly locating the nearest technician."

The company has seen a strong return on its investment. By eliminating the time employees previously spent on paperwork and data entry,

the company saves approximately \$47,000 a year. It saves as much as \$26,000 annually in dispatcher time, having reduced the average time to complete each transaction by four minutes. Altogether, with additional savings from an increased workload and reduced overtime, the company saves \$150,000 annually.

On the back-end, TeleNav Track provides valuable business intelligence data. "We didn't anticipate that we'd have so many valuable metrics from TeleNav [Track]," said Dwyer. "Reports are easy to generate and we can effect change from an executive level."

*"We've reduced lead times by 30 percent since implementing the TeleNav solution."*

- Matt Dwyer, Senior Vice President

### RESULTS

Dwyer sums his opinion of the TeleNav Enterprise solution by saying, "We felt the TeleNav [Track] interface was the most intuitive and that wireless forms and data tracker features could be customized for our business. We liked that we could integrate our order and billing system as well as combine cell phone ability, navigation and order management into a single hand-held device for our technicians. In the end, what's most important is that it enables us to provide better value and service to our customers with less effort and less cost."

### How can we help your business?

For a free consultation contact us.

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1.877.676.2679