**cci wireless**

# Internet Service Provider Delivers End-to-End Customer Service and Field Service Support with Dynamics 365

## SPECIFICATIONS

### Products

- Microsoft Dynamics 365 for Customer Service and Field Service
- Microsoft Dynamics 365 Customer Portal
- Microsoft Power BI
- ClickDimensions

### Major Integration Points

- Credit card gateway (Authorize. Net)
- ACH Payments
- Tower coverage (Coverage Analysis)
- GPS coordinate for Legal Land Location (LSD Finder)
- VoIP billing  (ThinkTel System)
- HSS (OSS System for LTE Network)
- AAA (WiMAX Network)
- PRE/PSM (Internet Shaping Rule & IP address)
- Bluecat DHCP (IP assignment & management)

### Current # of Users

- 150

### Currently Deployed

- Calgary, Canada

### Languages

- English

*When CCI Wireless needed to replace its outdated business support system, it turned to Microsoft Dynamics 365 and Hitachi Solutions. Read on to learn about how the Hitachi Solutions team was able to help CCI implement a CRM solution with a centralized client view and superior self-service portal that is capable of scaling along with the company as it grows.*

## INTRODUCTION

CCI Wireless is an internet service and home phone provider for remote areas of Alberta, Canada. Since 2010, CCI has been a dedicated supporter of rural communities and works with all levels of government to enhance the lifestyle of youth and families, to connect the elderly to important services, and to lead the country in innovation and technology. CCI's mission is to power communities to their potential and enable long-term sustainability and viability.

As of 2019, CCI is Canada's second-largest wireless internet service provider, with a network footprint that stretches across British Columbia, Alberta, Saskatchewan, and Manitoba. In Alberta alone, CCI covers over 200,000 square kilometers — reaching 110,000 rural and remote households and businesses, including more than 7,000 households across 17 Indigenous Peoples' reserves.

## CHALLENGE

In the 10 years since its founding, CCI Wireless has grown rapidly, expanding its customer base and acquiring new brands, including WiBand and One Nation Networks. The company also has long-term goals to expand its service beyond Alberta to other rural regions of Canada in need of better connectivity.

CCI Wireless originally relied on a billing platform designed specifically for small telecommunications companies to provide business support. Although this solution served the company well at first, over time, issues began to emerge. Because it was intended for small companies, the system's functionality could not scale proportionally to CCI's growth. Their solution

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provider also performed infrequent platform upgrades, which meant that CCI was forced to use outdated technology.

Cost was another contributing factor to CCI Wireless' decision to switch: The platform initially appealed to CCI due to its low transactional cost for internet service providers with a smaller customer base. However, when CCI's customer base grew to exceed the number that the platform could support, the company was faced with exorbitant monthly solution fees. Finally, the solution provider began to experience internal turmoil that posed a significant risk to CCI's customer service, as well as to its other vital business operations.

"What prompted [our search] was that we had a platform intended for small companies that was low cost and fairly easy to implement — typical things you look for when you're a smaller business," said Adam Lamont, COO of CCI Wireless. "However, as these things often go, neither the incremental cost of the solution nor its functionalities scaled well with our business. When we started to have troubles with the solution, we knew we needed to transition to something more scalable for the long-term."

This lack of a viable business support system was problematic for two primary reasons: One, because it prevented CCI Wireless from providing the exceptional service to which their customers were accustomed, and two, because it presented a clear obstacle to the company achieving its vision for the future. To fulfill its mission of providing innovative communications technology to rural communities, CCI needed to make a change.

## SOLUTION

When the time came to switch to a more dynamic CRM system, CCI Wireless knew it needed an end-to-end business support system with the ability to streamline new customer onboarding, optimize field service operations, rapidly process credit card payments, and more. Microsoft Dynamics 365 (D365) was the obvious choice, and the company selected Hitachi Solutions as its implementation partner.

Hitachi Solutions worked closely with CCI Wireless to implement a CRM solution that provides a central view of all client information across the different agents working with the customer. From equipment order histories, to billing questions and payment issues, to service requests, D365 provides 360-degree visibility into all customer interactions.

Field service management capabilities are another crucial component of D365. With D365 serving as a single system for tracking infrastructure assets, CCI Wireless can perform physical capacity planning and optimization before technicians even go on-site. This enhanced inventory tracking, as well as route planning optimization functionality provided by D365, boosts technician efficiency and speeds up service resolution.

Additionally, Hitachi Solutions helped CCI build a customer self-service portal that provides important insights into account activity, and allows them to quickly and easily make updates. Customers can access real-time service call status updates, view and download invoices, make credit card payments, automate payments, and more.

## ⊛ Hitachi Solutions

## BUSINESS GROWTH

CCI Wireless' work with Hitachi Solutions has supported the business' continued growth.

"Going forward, we're looking at a number of opportunities to leverage the scalability of Dynamics 365, whether it be providing wholesale services to other ISPs or setting up other companies within the platform," said Lamont. "This will all be easier to achieve with Dynamics than it would be with other platforms."

And CCI isn't short on opportunities to put D365 to the test. As of May 2019, it acquired another company that also uses the Dynamics platform. Although not quite as automated as CCI's, they are confident that, with the right automation and integration work, the systems will work together seamlessly and provide significant returns.

## BENEFITS

Through the power of the Microsoft platform, Hitachi Solutions was able to deliver a unified CRM system with an intuitive user interface and robust customer self-service portal. With this new platform, CCI Wireless has been able to improve field service inventory management, respond to customer service requests quickly and efficiently, eliminate manual labor through automation, gain greater visibility into customer data, and more.

Other benefits of this new solution include:

- A scalable, flexible system that provides a central, 360-degree view of the customer

- An industry-standard platform capable of scaling with business growth and integrating with other systems

- Improved route mapping and better planning before sending techs into the field

- Seamless billing and collection automation

- More accurate invoicing and decreased invoicing time

- Enhanced inventory and customer activation reporting

- Superior analytics and reporting capabilities

- A more connected and consistent customer experience

In the future, CCI Wireless intends to move toward an integrated enterprise resource planning platform.

"We're currently looking at a financial module, so we can work towards more of an integrated ERP-type environment," said Lamont. "Having Dynamics as the core module within that ERP and as the center of our data hub will make that process a lot easier."