

## Strong Vendor Support is Key for Service Providers to Deliver Long-term Service Assurance and Quality

*Interview with Rich Kozub, Director of Client Services at LogiSense*

Providing software in a fast-paced and dynamic environment is no small task. Further, ensuring top-tier support to a diverse client base is challenging, even for the largest of software vendors.

LogiSense provides IP Billing software to a diverse client base operating in the Telecommunications, Satellite and Wireless space.

We recently sat down with Rich Kozub, Director of Customer Service at LogiSense, to learn about how they consistently rated as 'exceptional' by their clients in vendor support.

### **Q: How is LogiSense's Support Operation different than other software vendors in the Billing & OSS space?**

#### **Answer:**

I believe at the core, we simply view the function of client support differently than other vendors in our marketplace. This perception is not solely ours; we hear this feedback regularly from our clients who have migrated to our EngageIP software.

Support services are critical for our clients for several reasons, such as minimizing downtime or outages improving customer retention and to the bottom line. We look at our clients goals and use that as a foundation for providing the best customer services possible.

Given these factors, we consistently rank highly for vendor support in our marketplace and we intend to keep it that way.

### **Q: How does LogiSense support a client base with such broad business models and diverse needs?**

#### **Answer:**

We have decades of IP Services experience. We have been developing and using our software in many ways, and can proudly report many successful deployments. Perhaps most interesting is our internal deployment; we use our own software internally to manage tickets and financials.

As you can see, we live and breathe EngageIP.

At LogiSense, we have an intimate knowledge and understand the specific needs of each customer and their respective markets. We fully comprehend the anxiety and the challenges they face on a day-to-day basis and we work to mitigate these.

**Q: What are the factors you consider when supporting different technologies?**

**Answer:**

Billing & OSS software companies really need to be on the ball with legacy, current and emerging technologies.

At the heart of our solution is our EngageIP software, supporting this second nature for us; but we also need to know and understand the integrated periphery systems. Whether it's with a third-party software application or VoIP, cable or satellite components, our support team has to know how the pieces of the puzzle fit.

For VoIP and satellite, we need to understand telecom specifics such as rating, data collection, rate plans, call mediation and taxation. These certainly add to the complexity.

Each industry segment has different 3<sup>rd</sup> parties as far as provisioning, mediation and report are concerned but in reality, EngageIP is industry agnostic. We can plug our system into a variety of environments and have it manage, rate and bill for any products and services.



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*"We are very impressed with the level of service we get from the LogiSense support team! Telesphere operates in a complex and fast-paced environment and they are always there to support us with rapid responses and high-quality solutions. We know they have other customers, but we have never been made to feel anything other than #1."*

**Kevin Knoll**, Director of Finance, Telesphere

**Q: Can you describe a typical scenario of your support services?**

**Answer:**

Prior to launching any new customers, we learn as much as we can about their current business model and we'll dig deep to get a sense of where they see their business moving over the short-term and long-term.

We'll conduct a Conference Pilot (discovery discussions) onsite to understand not only their business but their customers. This exhaustive process fleshes out the details to configure their software, develop new features and prepare our support staff for the nuances of the business.



*"We have always gotten what is essentially an immediate answer to any question posed. I am super happy with Logisense and the EngageIP product. The team we work with every day is incredibly knowledgeable, very helpful and patient. The product itself has helped our organization streamline many of our processes and systems and it will continue to grow, as we do."*

*Tausha Thorman, Director of Business Operations, Esco Technologies*

**Q: How do your clients' needs change over time and how does their level of support change?**

**Answer:**

Only one of those really changes. The fact is that our clients' needs are always changing. The level of care and support they get from LogiSense never changes...or should I say, it will always remain consistently high. Every customer needs additional assistance during a migration or launch; we know that and plan accordingly. In the post-deployment phase, we're always there when they reach out for help.

I'll be honest, we don't want to stop our clients from changing; we encourage change. It keeps them competitive and it drives growth in our products and services as well.

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