DIAL INTERACTIVE CASE STUDY

Route It! Toll Free Inventory Report

Reporting tools to help pull a full inventory off all your toll free number and any changes made

Written by Phil Grosdidier & Don Sutton

Executive Summary

This Case Study discusses how Dial Interactive solved a common problem facing enterprise size companies in managing thousands of 800 numbers and monitoring changes through data transformation. At the end of the day there may be hundreds of changes and reconciliation. Keeping track of the changes is nearly impossible. This Case Study will discuss how Dial Interactive developed a *data extraction tool* to generate reports using AT&T's Route It! Software. The *data extraction tool* pulls the data from 8 different AT&T systems, then performs data transformation and produces business decision reports showing the current environment and all the changes made in the prior month to the system. This tool can be used with Route IT! and non Route It! data.
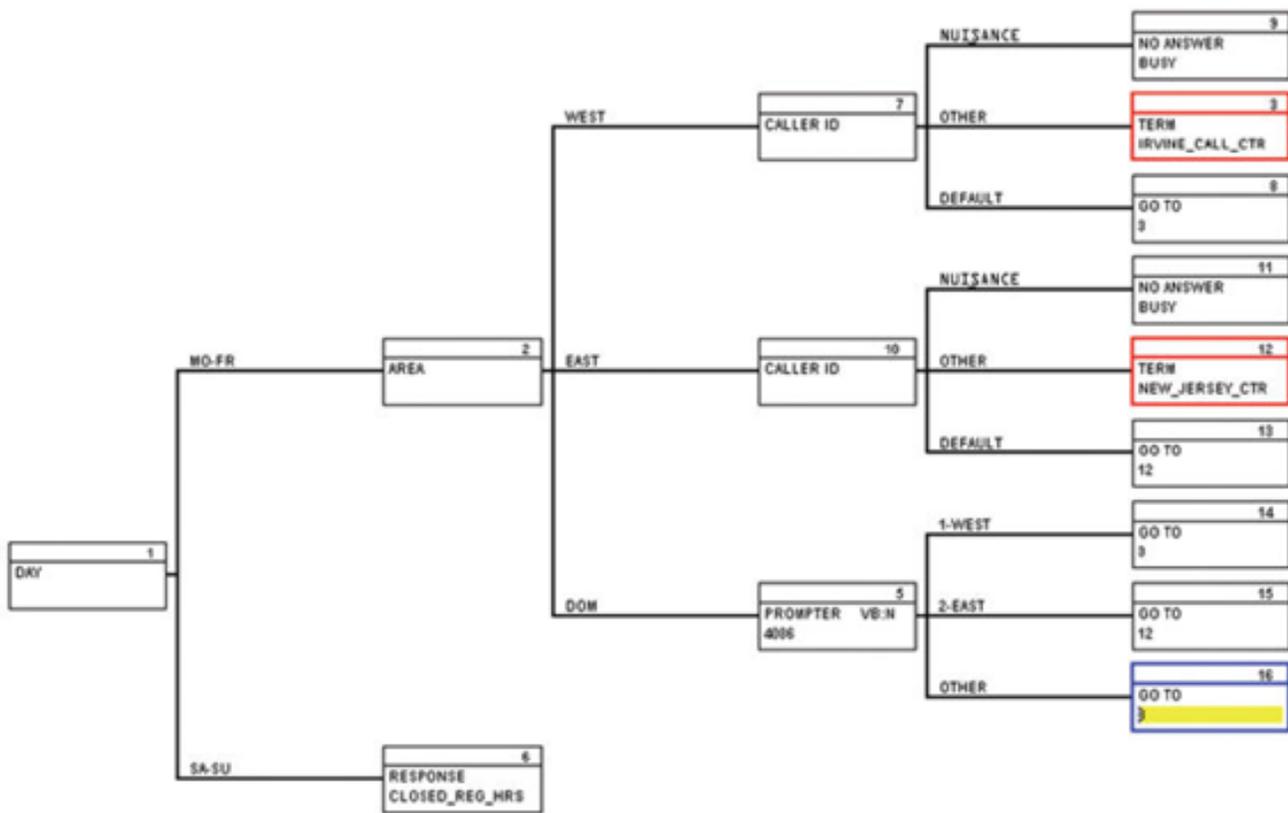
As companies make simple updates to there telecommunication systems tracking the changes have become complicated to track and manage. In particular, the different company departments find it hard to work cohesively together. Marketing and Information Technology departments often do not understand, nor empathize with, the demands put on the other. The need for IT, Telecom, and Marketing to act cohesively, collaboratively, and expeditiously to meet company and industry demands is essential for optimization of work efficiency.

The Problem

Our client, a major insurance company, needed an accurate inventory of all their toll free numbers to assist with the move to IP Toll Free. Over the past 20 years, the client added over 5,000 phone numbers. The phone numbers were terminating at multiple locations and sites throughout the US. These toll free numbers have been added to different PBX /ACD systems of which a few are out of business. The Telecom Department is working with half the staff, and the carrier support team has been reduced by 75% as well. The Company has many offices and now are being told to move from legacy TDM to SIP IP Toll Free and don't know where to start. Sound familiar?

The Solution

Dial Interactive worked with the client's telecom team to generate a full inventory and created reports of all the toll free numbers in a Super Set format. Our solutions optimized system efficiency after identifying, disconnecting and eliminating phone lines no longer in use, which resulted in significant cost savings. The following tables are examples of how Dial Interactive used our new proprietary in-house technology to fix our client's problem. DI pulled the 250 different reports from the direct business Route It! website nightly. These results were saved into an MS SQL Database. Once all the data was loaded, custom queries would run automatically and were added in the reports. The outcome of various data combined, enabled two new data extracts with either TRNT Information or nonTRNT Information with these data elements the company with the information they needed.

Sample of the Non TRNT Super Set

Non TRNT Super Set						
Dialed_Number	Schedule_Set	Routing_Plan	Term_Name	RRN	OutPulse_Digits	File_Date
800-800-0835	800-800-0835	A80080001(W)	IVR1888037A8	508-017-8131	1888031	1/8/8018
800-800-0835	800-800-0835	A80080002(W)	IVR1888037B8	889-988-8131	1888032	1/8/8018
800-800-0737	Sample 123	A80080003(W)	IVR1500387C1	833-838-8810	1500383	1/8/8018

Sample of TRNT Super Set

TRNT Super Set						
Dialed_Number	Schedule_Set	Routing_Plan	Term Name	RRN	OutPulse_Digits	File_Date
800-800-8808	Sample 1	RP Sample 1 (W)	A8888	888-115-8888	1801000	1/8/8016
800-800-8808	Sample 2	RP Sample 2 (W)	B8888	888-888-8888	1801000	1/8/8016
800-801-5118	Sample 3	RP Sample 3 (W)	C8818	888-888-8818	1888818	1/8/8016

Dial Interactive can capture 99% of the data elements from the AT&T Route IT! edit plans and present data in an easy to use Excel spreadsheet to manage moves, adds and changes.

Data reports can be generated daily, weekly or monthly with a Delta file of changes from the past process run. DI can pull data from over 7 data sources to create a single view for your team to work with and assist in your migration from the old technology to new IP-based circuits.

Super Set TRNT information and a nonTRNT File combine the MDN, IPTF and MT multi-join

- NonTRNT Super Set files (All reports in one file of all possible combinations by term name)
- By joining on the routing plan information, it provides a complete inventory of the DN information (for non TRNT items)
- *Note*: this is a Super Set of all the possible combinations, in some cases you may have the same DN with different schedule set names, out pulsed digits, routing plan information, etc.
- Data for the Super Set is joined on TRNT, IPTF, and MDN Files

TRNT table data extraction by access lines

Data Elements -TRNT Routing #, Dialed Number, Voice Tone, ARN, Transfer Feature, Direct Dial Transfer

Account Id: 222-000-1234		Info Summary :TRNT Termination		Access Line A1234	
Run Date 01/18/2016		Service Date 01/18/2016		Term Name: A1234	
User Name: Sample				Service Type IPTF	
Routing Number: 8822880008					

TRNT Routing #	Dialed Number	Voice Tone	ARN	Transfer Feature	Direct Dial Transfer	Customer Remarks
882-288-0002	855-738-5521	NO	166-068-0002	CC - CONFERENCE & TRANSFER	8YY & POTS	NONE
882-288-0025	844-818-0882	NO	166-068-0025	CC - CONFERENCE & TRANSFER	8YY & POTS	NONE
882-288-0026	844-818-0833	NO	166-068-0026	CC - CONFERENCE & TRANSFER	8YY & POTS	NONE
882-288-0841	844-818-0884	NO	166-068-0841	CC - CONFERENCE & TRANSFER	8YY & POTS	NONE

Super Set of Route IT, Non Route IT, CPCLII and BIT Inventory information

The Super Set will create multiple records with the same dialed / toll free number with different RRN, Account numbers, CPCLII, Service Address etc. The Super Set of data will help the telecom team to view all the records associated with a dial number. Below is a sample of how the data can be presented in a excel spread sheet.

DN	Account	SubAccount	Mo Completed calls	MCN	NCP	ACCOUNT_TN	Service Type	RRN	APN	Routing Plan	Schedule_Set	CPCLLI	CIRCUIT_ID
800-228-xxxx	1001-094-xxxx	1001-094-xxxx		251xxx-A1	999-010-XXXX	186-592-XXXX	Megacom	xxxxxx359	XXXX359	RP Name	Schedule S Name	XXXXHEGN03	WXLX.XXX.999.XXXX.
800-228-xxxx	1800-001-xxxx	1000-197-xxx	151,120	251xxx-A1	999-010-XXXX	186-592-XXXX	Megacom	xxxxxx359	XXXX359	RP Name	Schedule S Name	XXXXHEGN03	
800-228-xxxx	1001-094-xxxx	1001-094-xxxx	151,120	251xxx-A1	999-010-XXXX	186-592-XXXX	Megacom	xxxxxx359	XXXX359	RP Name	Schedule S Name	XXXXHEGN03	

Working with Non Route It! Data Sets

Non Route IT! data will be transformed and joined together to create a Super Set of data. The Non Route IT! Super Set of data will allow your telecom team to work on optimizing the accounts and allow an easy way to migrate these toll free numbers into AT&T's business direct Route IT! System.

Data Elements available in the Route IT! / Non Route IT! Super Set

- DN - Dialed Number 800-291-xxxx
- Account number / Sub Account 1800-001-xxxx / 1001-198-xxxx
- Call Volume for the Month for toll free number
- MCN - Master Customer Number - Billing Account
- NCP - Network Control Port
- Account-TN – Account Terminating Number
- Service Type – MEGACOM – READYLINE
- RRN - Routing Number
- APN- Action Point Number
- Routing Plan
- Schedule Set
- Service Type
- CPCLLI - Customer Primary Call Delivery Location
- SERVICE NAME – Customer Name
- SERVICE ADDRESS
- Service City
- Label
- Access Line
- Termination Name
- TRNT Type
- NRN – Network Routing Number
- Recording Number
- Biller
- CUS
- COS
- Term Routing Number
- Term RRN
- Location
- DNIS Term - Dialed Number Identification Service Termination Name
- DTN - Dialed Telephone Number
- Circuit ID
- Toll Free Numbers

Conclusion

In conclusion, if you have thousands of Toll-Free numbers and hundreds of dial plans to work with, you can easily wind up with hundreds of thousands of possible combinations. Collecting all this data is one thing, but using it is another. Let DI help you manage and analyze this data. Be smart and outsource the hard stuff.

> Work smarter with custom reporting
>
> Built by Dial Interactive with AT&T's Route It! data.

Call Dial Interactive, an AT&T premier partner, today, for a free consultation on how AT&T's Route It! data extraction tool can help you better manage the thousands of dialed numbers, and can contribute to making smart business and marketing decisions. The right path for the insurance company turned out to be a relatively straightforward one with enormous cost savings. Simple, yet complex. Having the knowledge, and unbiased perspective solved their problem. Keep it simple, and engage an unbiased expert, like DI, to take a look at your 'challenge' so you can see where you are and understand where you want to go. DI and AT&T can help make a smart path to get there. Should be simple, but it is not. What is simple is calling Dial Interactive today.

CALL US TODAY

Adopting a customer-centric approach is not an ideal, but rather an action plan. The first step is to determine how to place your business goals into actionable recommendations. DI and AT&T will help your team put empirical and specific validation to your customer contact objectives. We will help make a comprehensive action plan, and also help you develop the business case and related cost justification to get a good plan into action.

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