



RR Enterprises Ltd.  
Toronto, Canada

## RR Enterprises Streamlines Workflows to Improve Customer Service Using Technology from Seagull Software

The cable industry is a highly competitive environment. With alternative forms of home entertainment such as satellite and dish networks on the rise, cable companies must do everything they can to retain customers and improve customer service.

RR Enterprises is a customer care and billing software company for the cable television industry. To help cable companies better serve their subscribers, RR Enterprises needed to enhance their iSeries-based software solution. The company sought to streamline the workflow of its applications for faster navigation and to provide an easier-to-learn and -use graphical user interface.

After evaluating several vendors, RR Enterprises selected Seagull Software's J Walk® solution, a component of LegaSuite®, to transform their labyrinth of green screens into a simple, easy-to-navigate graphical user interface. J Walk provides industry-leading developer tools and infrastructure software for Web-to-host and Windows-to-host access to iSeries applications. J Walk offers dynamic development and deployment technology that delivers the capability to deploy iSeries applications to Java, Windows and HTML environments in a single work effort.

### New Interface Delivers a Competitive Advantage

"We run on AS/400 only. But our new and prospective customers were demanding a Windows look and feel, so we needed to make a change. Having J Walk has become a competitive advantage for us because the younger workforce prefers a GUI," said Paul Parsons, vice president of sales for RR Enterprises.

By enhancing their applications with J Walk, RR Enterprises' customer service representatives can now answer any question from a subscriber with just one click of a mouse. The new J Walk-enhanced application interface allows customer service employees to help more customers in a shorter time period. "In the cable industry, customer service is paramount in maintaining a competitive advantage. Customers who endure long wait

*RR Enterprises Ltd., which is based in Toronto, Canada, has been serving the requirements of the Cable, MMDS, DBS and DTH industry since 1986. They are the fourth largest customer care and billing software company in the world for the cable television industry.*

times while service representatives sift through complex green screens won't remain customers for long. With J Walk, the screens are easy to learn and use. That allows cable providers to shorten response times and deliver better service," said Parsons.

By deploying J Walk, RR Enterprises has been able to grow its business, while providing their customers with increased operational efficiency, streamlined processes, improved productivity and better customer service. "We are growing dramatically due to our reputation for truly functional software and a commitment to customer service that is second to none in our industry. By implementing J Walk, the use of our unique solution is growing in numerous locations throughout Canada and the United States and in many countries around the globe," commented Parsons.

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*Paul Parsons  
VP of Sales  
RR Enterprises Ltd.*



*Seagull Software specializes in powerful technology for connecting proprietary legacy applications to service-oriented architectures in J2EE and .NET environments. The LegaSuite® platform of integration, Web-enablement and terminal emulation solutions reflects over 14 years of legacy liberation experience, and is used by over 8,000 organizations around the world for business-critical operations.*

*Every day, millions of end users depend on LegaSuite for online banking, relocation services, e-government, insurance claims processing, cable/utility/telecom call centers, kiosk bill payment, online order processing and many other important business processes.*

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