



# Revenue Assurance: Expert Opinions for Communications Providers

*Eric Priezkalns*

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## **Revenue Assurance: Expert Opinions for Communications Providers** Eric Priezkalns

This cutting-edge reference represents a new phase in the talkRA project—an initiative dedicated to improving the discipline of revenue assurance (RA) for communication providers. From blog to podcasts and now a book, the project offers a platform for a select group of RA experts to share ideas and best practices in revenue assurance, revenue management, business intelligence, and fraud prevention in telecommunications and other industries.

Drawing on the expertise and insights of some of the leading minds in RA, *Revenue Assurance: Expert Opinions for Communications Providers* supplies high-powered ideas and techniques for the effective management, planning, strategy formulation, and measurement of RA performance. Presented as a series of articles on current and emerging topics of interest, it provides extensive and multi-faceted guidance to help readers move up the scale from basic checks to optimizing performance.

- Covers the fundamentals of revenue assurance
- Explains the relationship between revenue assurance and fraud management and how revenue assurance sits within the wider context of enterprise risk management and the control environment
- Provokes readers to think of creative ways to adapt RA to the needs of their business, whether they are initiating the RA process or seeking to take an established RA function to the next level
- Shows how to measure the financial benefits delivered by the RA team and how to appraise the RA maturity of the whole business
- Illustrates how to perform root cause analysis through Q&A discussion of how top experts deal with a variety of leakages
- Identifies trends in how RA techniques are changing, and links these to developments in tools and technology
- Entertains through sympathetic and sometimes irreverently humorous observations about the working life of an RA practitioner

The book provides an analysis of the drivers for RA products and services, enabling RA suppliers and consultants to compare their competitive offerings with what customers really want and need. Complete with

real-world tips and case examples, it supplies the well-rounded understanding that will enable you to best fit the needs of your business and best support its objectives. This book will give you the confidence to determine the most effective and efficient methods to achieve and maintain healthy revenue streams in the ever-changing landscape of electronic communications.

Praise for:

*... draws upon the actual experience of a number of RA professionals—those who have actually lived through the journey, learned from setbacks, and adapted their approaches to determine best practices in the field.*

—Julian Hebden, Director of Enterprise Information Management, Telstra

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