

EQUINOX CUSTOMER SPOTLIGHT



Alicia Tripler has been part of the TeleLink user community since 2008 and has shared her experience by presenting at a couple user group meetings so far. If you met her there, you might remember her with longer hair...but she recently joined several coworkers in a four-years-long journey to grow out and then donate hair to charity. Alicia was able to provide 10 inches of hair to them!

The 'Customer Spotlight' article is always a favorite part of our newsletter. **The latest installment shines on TeleLink community member Alicia Tripler.** Alicia has spent the last 19 years in telecom and is amazed how it's changed in that time.

Since 2007, she's been with Nex-Tech Wireless where she now serves as VP of Sales & Customer Development. In that role, she works with several teams within the company, including sales, marketing, and various operations teams to ensure they offer the best possible service for customers while meeting internal goals. In 2008, the need to validate records and rates for carrier relations and new roaming partner set up initially introduced Alicia to TeleLink. She later used the application to validate mediation and billing records for customer invoice related efforts.

Other internal teams use TeleLink for daily reporting, whereas Alicia now relies on it to investigate specific issues, like roaming rate disputes or billing record volume questions. Her most common use of TeleLink though is search warrant compliance, which has increasingly become standard practice for legal cases lately. Alicia explains, *"Standard reports to pull these requests is A MUST HAVE! The migration to TeleLink 11 was a game changer. TeleLink's simplified report creation and retrieval is so efficient, it gives us timely access to the data we need. We load A LOT of data. Reports for law enforcement are high priority, and TeleLink's efficiency allows us to meet any requested timelines."*

During two of the three TeleLink User Group Meetings (TUGM) she attended, Alicia presented case studies and/or use case examples as a featured panelist. She describes the most beneficial part of TUGM as *"hearing the ways other customers use TeleLink. Those ideas helped us enhance our reporting, and the feature demonstrations were very useful!"*

Usually, Alicia engages with Equinox to schedule regular product updates to ensure her organization benefits from the enhancements in recent releases. Her interaction with Equinox Support is fantastic, according to Alicia. *"Working with Equinox feels like we are working with a partner, not just a vendor. It is clear their team cares about our business and wants to support our needs. Sometimes this requires some innovative solutions, but they have always shown a willingness to work with us rather than simply saying something is not possible,"* she says.

Alicia was born and raised in Burden, KS. After living in Los Angeles for a few years, she settled in Hays, KS, due to the region's hospitality and proximity to her family. In her free time, Alicia enjoys being outdoors—kayaking, playing disc golf, or enjoying beautiful weather—and loves her Jeep. She is also passionate about coffee in a way that makes it a hobby!

We're incredibly grateful that Alicia's part of the Equinox family and TeleLink community. We're honored to work with her and her team all these years!