

Case Study: Customer communication management offers new telecom provider a competitive edge

Adapting to a market-led environment

Following deregulation and rebranding, Slovak Telecom was implementing a new customer relationship management (CRM) and a new rating and billing solution for its entire customer base. The company needed a solution that could be installed quickly, enabling it to make a rapid transition from a regulated market into a marketled environment. To gain a competitive edge, the company also needed to produce a new invoice design for Slovak Telecom customers, without exceeding current paper and mailing costs.

Business challenge

The transition from a regulated to market-led environment posed a number of challenges for Slovak Telecom. Most importantly, the company needed a customer communication management (CCM) solution that could be installed quickly and integrate with existing billing systems, print shop hardware, and processes. In addition, Slovak Telecom wanted a new invoice design to help gain a competitive edge.

Solution

Through a partnership with T-Mobile, EngageOne™ Compose software from Precisely served as Slovak Telecom's invoice formatting system. EngageOne™ Compose enabled Slovak Telecom to create and manage personalized customer communications for multi-channel delivery. The software made it possible for the company to manage the complete document lifecycle. Now Slovak Telecom can produce standard "flat account"-level invoices of multiple product hierarchies. It can also utilize the budget center level of accounting available in IRB to enable production of larger corporate accounts invoice structures.

The newly designed invoices have also been enhanced through the use of more attractive fonts and other graphic elements, without exceeding the sheet/envelope and mailing costs of the original invoices. EngageOne™ Compose was used to optimize print files for Slovak Telecom's existing fulfillment process, which included sophisticated print file manipulation and bill handling. This helps Slovak Telecom minimize the number of oversized envelopes required, while enabling postal code mail sorting, and more.

Client profile

Slovak Telecom

- Provides national and international telephone services and a wide portfolio of data and Internet services throughout Slovakia
- The company rebranded from Slovenske Telekomunikacie to Slovak Telecom, following deregulation of the telecommunications market in the Slovak Republic

Slovak Telecom creates and manages personalized customer communications for multichannel delivery, making it possible for the company to manage the complete document lifecycle.

Benefits

To support Slovak Telecom's need for rapid transformation, its CRM, billing, and customer communication management systems were up and running in record time — with the first customers receiving live bills in just fourteen weeks. The new solution gave Slovak Telecom a competitive edge by enabling the creation of mission critical business documents.

Upon implementation, the customer base was billed monthly. EngageOne™ Compose produces PostScript format for printing and PDF for archiving, and runs on the company's HP UNIX server. The first live production bill run handled over 8 GB of bill data for over 1.1 million customers, and was completed in just 5.5 hours. With successful guidance from Precisely, Slovak Telecom personnel have assumed responsibility for ongoing development and now maintain full control of their application.

Slovak Telecom was extremely pleased with the overall project development and delivery within the desired timeframe. Management was impressed, not only with the quality of the final invoice results, but also with Precisely itself. As a result, a direct relationship has been forged and additional customer communication management solutions will be implemented as needed.

Technology used

- EngageOne™ Compose for in-house document composition
- Vault for document storage and retrieval

Precisely has a proven track record of successfully working with telecom providers and has the ability to produce complex applications in a short timeframe.