



Case Study: Belgacom Mobile



Customer Overview:

Belgacom Mobile NV/SA is the largest mobile telecommunications company in Belgium. Through its Proximus brand name and GSM dual band network, the company provides voice and data connections across Belgium as well as associated mobile products and services. Founded in 1993, the company now employs around 2000 staff, and services more than 2.3 million mobile phone users. Proximus provides mobile services to most of Belgium's largest organisations.

BELGACOM MOBILE NV/SA IS USING GLOBAL 360 REPORTS MANAGER TO STREAMLINE ITS RESPONSE TO BILLING ENQUIRIES

G360 Reports Manager has dramatically improved customer service levels for Belgacom Mobile NV/SA and its Proximus brand.

A clear commitment to excellent customer service is a key factor in the success of Proximus. And a vital part of this customer service provision is the ability to answer customer queries, including invoice queries, quickly and efficiently.

Some customers pay in advance for Proximus services, but many pay monthly in arrears. For these post-paid customers, bills are sent out every month, and any queries, both individual and corporate, are initially handled by Proximus Call Centre. However, the previous approach made it quite difficult for Call Centre staff to pinpoint the query and resolve any problems. "With the previous system, although our Call Centre Assistants could view the invoice details on their desktops, the details were displayed in a different way from the customer's printed invoice. And this often led to misunderstandings".

"In addition, when customers requested copy invoices to replace those that had gone missing, a member of staff had to search for the invoice and then manually set up the system to print out a copy, and forward it to the customer". "This was time consuming and increasingly resulted in unacceptable delays. By 1998, the average time taken to supply a replacement invoice to a customer was running at some two weeks.

"Thirdly, for legal purposes, each invoice has to be archived, so that it is available for future reference. The previous approach used microfiche as the archiving medium. However, microfiche production and handling is relatively costly.

During the late 1990s, as the number of customers reached the two million mark and beyond, and the number of post-paid customers continued to grow, it became clear that the existing systems would no longer be able to support the levels of service that customers expect and deserve.

Proximus was looking for a system that would speed up the processes and allow staff to answer invoice queries quickly, print copy invoices instantly, and deliver fast access to historical invoice data.

Challenges

To eliminate the distribution and archiving of information via microfiche; to achieve electronic transfer of data to the desktop for immediate access by the Call Centre; to transfer data to optical disk for archiving.

Solution

G360 Reports Manager has transformed the service to customers. It improves the quality of the customer contact, and ensures easier and faster problem-solving. The time taken to supply copy invoices to customers has also been dramatically reduced: to one seventh of the previous average.

Results

The time taken to supply copy invoices to customers has also been dramatically reduced: to one seventh of the previous average. It now only takes two days to supply a copy invoice, compared with up to 2 weeks with the earlier approach.



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The company therefore began searching the market for an appropriate solution. "During summer 1998, we issued a Request For Information, for companies in the electronic document management arena". "We then sent out a Request for Proposal to the companies that responded, and this resulted in five serious proposals: three of which met our specific technical, functional, and project management/ implementation requirements. We scored and studied these three proposals on a number of criteria, and the G360 Reports Manager came out as number one."

Proximus selected the G360 Reports Manager for several key reasons: "First, the Microsoft NT platform fitted into our corporate strategy. Secondly, the system meets all our functional requirements. And thirdly, it delivers faster response times than competitive products. The system had already been proven in many reference sites, where the requirements are similar to our own. And, in terms of cost, it represents good value".

Work started on the solution in February 1999. Customisation of the software, including customisation of the client application and the batch reprint module, was outsourced. Proximus then undertook implementation, fine-tuning and system testing, in-house. In addition to being used for newly created invoices, some 400 gigabytes of historical invoice images, going back to May 1998, have been loaded into the system from the tape archives, for storage on hard disc and optical disc.

By November 1999, the Proximus G360 Reports Manager was up and running. Roll-out is now complete across all outgoing invoice documents, including summaries and invoice details. As each monthly invoice is printed out for mailing to each customer, the G360 Reports Manager uses a COLD (Computer Output to Laser Disc) technology to take data from the print stream and interpret it for on-screen display, and for archiving on hard disc and optical disc, for long-term storage and access via a jukebox.

G360 Reports Manager has brought significant benefits to Proximus. Firstly, it provides fast online access to all the invoices. "Response times are excellent". When a customer phones with a query, the Call Centre Assistant can immediately bring the relevant invoice up, on-screen, and see exactly the same view of the document as the customer. "G360 Reports Manager has transformed our service to customers. It improves the quality of our customer contact, and ensures easier and faster problem-solving". "It also means that no items are mislaid."

The time taken to supply copy invoices to customers has also been dramatically reduced: to one seventh of the previous average. It now only takes two days to supply a copy invoice, compared with up to 2 weeks with the earlier approach.

The tools offered by the new system have been very well-received by users. Several departments now use the system, mainly the Customer Service Department (including the Customer Service Assistants in the Call Centre), the Finance Department, and the IT Business Support department.

Belgacom Mobile NV/SA is also impressed with the images achieved by the system: "The quality of the images, both on-screen and in the print-outs, is extremely good."

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As a result of the success of the invoice solution,

- Belgacom Mobile NV/SA

Proximus is planning to extend its G360 Reports Manager to a new courtesy statement service due to be launched. Monthly courtesy statements will be sent out to corporate customers, on request, to provide an overview of costs by department.

With an initial forecast of some 1000 statements per month, the Global 360 solution will again provide a high volume solution, to streamline the processes for archiving and printing copy statements, and providing immediate online access to an exact image of each statement, for fast query resolution.

"The fact that our G360 Reports Manager has successfully transformed our customer service levels for billing queries means that we are now looking at using it to improve other areas of our business".

Summary

Global 360 Solution
G360 Reports Manager

Application

Quick and efficient customer service by the Call Centre for invoice queries.

Challenge

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Solution

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