



## Case Study: Major Wireless Carrier

### Customer Overview:

With more than 16 million wireless subscribers and a digital network that reaches nearly 250 million people, customer service is a major focus for one of Global 360's premier clients, a leading provider of wireless telecommunication.

## Global 360 helps wireless company save \$3.5 million in the first year

### Challenges

To process correspondence from offshore call centers more efficiently while improving customer response time.

### Solution

Facing increased competition, yet mindful of its service commitments, this company developed a strategy to maintain customer responsiveness while improving business process efficiency and reducing costs. The key to the strategy was the ability to outsource its call center operations and streamline its correspondence management through Global 360 BPM Suite.

By providing U.S.-based and offshore call center advocates with the ability to process customer correspondence and contracts more efficiently, the Global 360 solution has enabled this telecommunications giant to dramatically improve response time to customers, maximize resource utilization, and realize call center savings of \$3.5 million in the first year alone.

With its plans to outsource call center operations to an offshore vendor, the wireless provider's existing "thick" client applications would not provide a viable option. In addition, current applications did not provide any capability for automatically routing specialized work to the appropriate group for handling. The company turned to Global 360 for a fully web-based solution to gain visibility and control over its customer correspondence processes. This "thin" client approach delivered the results needed: improved business process performance, with a significant reduction in cost and complexity.

Today, the service provider's electronic mailroom vendor scans all incoming customer correspondence. Each piece of correspondence is assigned a document type based on the content and indexed with the customer's account number or mobile directory number. Batches of documents are then transferred to the wireless provider's data center via FTP, where they are imported into the correspondence process. The Global 360 system also can accept contracts faxed in from field offices.

Once in the correspondence process, all the documents are validated against the service provider's billing system, automatically supplemented with additional customer information and – through intelligent processing – "pushed" to the appropriate call center advocate based on document type, time of day, and advocate profile. If the document is processed during normal U.S. business hours, the call center advocate will respond directly to the customer by phone. To handle issues outside

### Challenges

This major wireless carrier needed a process and document management solution to process correspondence from offshore call centers more efficiently while improving customer response times.

### Solution

The Global 360 solution provided this wireless carrier with an automated correspondence management solution for an offshore call center, automated their customer response process to ensure quality, and enabled 60 offshore users and 40 domestic users to individually process 2,300 letters per day.

### Results

The Global 360 solution produced savings of \$3.5 million the first year, increased the efficiency of all call center personnel, improved response time to customers, and enhanced business process visibility and control to maximize resource utilization.



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of normal business hours, the Global 360 system provides call center advocates with a built-in letter generation template system.

The letter generation system provides a Web interface for advocates to select the appropriate template based on key words, and fill in content that is appropriate to address a particular issue. The system also includes a spell and grammar check to ensure the quality of each letter. Once the letter is complete, it is imported from the Web-based template into a Microsoft® Word document and transferred to a third-party vendor for mailing. Throughout the correspondence process, the wireless provider has eliminated manual document handling to maximize the efficiency of its outsourcing model.

### Results

More than 2,000 customer letters are processed daily by representatives who read every letter and respond individually to each customer issue.

Response time has been dramatically improved, while overhead has been kept to a minimum. The web-based BPM solution also improves resource utilization by enabling the service provider to leverage call center advocates in any part of the world. With improved control over these processes, the carrier estimates a first year savings of \$3.5 million.

The benefits resulting from the Global 360 solution have been profound. Just 60 international users and 40 domestic users, who read every letter and respond individually to each customer issue, process more than 2,300 customer letters each day. Response time to customers has improved dramatically, while overhead has been kept to a minimum. What's more, Global 360 has improved resource utilization by enabling the service provider to leverage call center advocates in any part of the world, further enhancing customer service. The workload can be balanced dynamically across the system to ensure maximum efficiency around the clock.

The Global 360 solution also offers flexible, agile capabilities to make sure the flow of work is uninterrupted. Because the solution is built on a multi-server web farm, if one server becomes unavailable – even in the middle of an active user session – the workload from that server is automatically picked up by another, and the user experiences no interruption of service. This approach provides a high level of system availability, scalability and back-up. In addition, the system is designed to maximize the amount of information kept in local cache memory, which reduces the amount of communication required with the web server, and consequently improves performance. Finally, with the thin-client configuration, application upgrades are simplified, reducing administrative effort and cost.

The Global 360 solution also provides call center supervisors significant insight into the correspondence process. The system captures statistics throughout the process, including every time a user has any interaction with a document folder. From this information, supervisors can produce a range of reports, including the total time logged into the application, the number of folders processed per day, the number of documents processed per day and the average time taken to process each document. This kind of on-demand access gives the company the ability to act quickly on critical information for meeting business demands and customer commitments.

### Solution

- » A flexible, automated correspondence management solution for an offshore call center
- » Web-based Business Process Management “pushes” work to appropriate call center advocate
- » Web-based letter generation system automates customer response process and ensures quality
- » Enables 60 offshore users and 40 domestic users to individually process 2,300 letters per day

### Benefits

- » Produced savings of \$3.5 million in first year
- » Increased efficiency of call center personnel
- » Improved response time to customers
- » Enhanced business process visibility and control to maximize resource utilization
- » Simplified system architecture for lower administrative dependence and cost and quick ROI

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